

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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R. H. Mulch and C. O. Miniger Head Flint Co.

JUSTICE DENIES PETITION IN SUIT VS. PENN OIL CO.

Refuses Restraining Order Asked by Vacuum Co.

Washington, Aug. 27.—Chief Justice McCoy of District Supreme Court has denied the petition of the Vacuum Oil Company for a temporary injunction to restrain the Penn Oil Company, an independent concern, from substituting other oil for Vacuum products.

The case will not come up for final hearing on a permanent injunction for several months.

Denying emphatically all charges alleging "substitution" made in the suit of Vacuum Oil, the Penn company, of which Paul Himmelfarb is president, filed its answer with the court.

It is pointed out that the Vacuum concern fails to make any charges in its bill of complaint or in its affidavits that the Penn company had cranked case drainage as oil, through the Vacuum Oil people, published advertisements making such inferences.

It is claimed by the Penn Oil company that it is an independent concern, not allied with the Standard Oil Company, of which, it declares, the Vacuum company is an affiliated branch.

The suit is an effort, according to the Penn company, to eliminate fair competition in the oil industry in this city after efforts by the Standard to purchase the business of the Penn plant had failed.

The company denies that at any of its more than fifty filling stations it has ever sold as Mobil oil its own product when a customer asked for Mobil.

Its own product, the company asserts, is well known among automobile patrons, owners and dealers, and there exists for it a popular demand because of its high grade and the special manner of refining it.

The company sets forth that it has built up a large and lucrative business; that its rolling stock, or trucks and equipment cost nearly \$100,000, and that its sales of gasoline and oils approximate 8,000,000 gallons yearly, of which 150,000 gallons are oil. It spends \$25,000 yearly in advertising its own brands and products and has not relied upon the products of any other company to build up its success, it points out.

RICKENBACKER PRODUCTION SCHEDULE IS INCREASED

(Special from A. D. N. Detroit Bureau) Detroit, Aug. 27.—The September production schedule of the Rickenbacker Motor Car Company has been increased to 1,200 cars. This is 200 cars over the August output and is the result of an increase in unfilled orders, according to R. T. Hodgkins, general sales manager. The new coupe, recently announced, is finding high favor according to the company, and production schedule on this model has been increased.

E. V. Rickenbacker, vice president of the company, will return to Detroit September 1, following a two weeks' survey of business conditions in Western states.

Orders Indicate Another Record Year for Dodge

(Special from A. D. N. Detroit Bureau)

Detroit, Aug. 27.—Continued increased business that indicates another record year for Dodge Brothers, is shown in factory reports for the first six months of 1925, made public yesterday.

The figures for the six months are greater by 11.03 per cent. than the first six months of 1924. The latter year was the largest in Dodge history.

Retail orders placed with dealers were 25 per cent. greater than for the first six months of 1924. Total export shipments for the first six months totaled 18,782 cars, an increase of 33.2 per cent. over the first half of 1924. This is by far the best six months export business since the Dodge plant was opened.

Commercial car business was even more gratifying. The first six months of this year show an increase of 43.1 per cent. over the first six months of 1924. Commercial cars, under present schedules, constitute 22.2 per cent of the total Dodge production.

Detroit, Aug. 27.—A cable received at Dodge Brothers' plant from Ray Chapman Andrews, leader of the third expedition into the Mongolian Desert, reads: "We are all proud of the magnificent performance of Dodge Brothers' motor cars in Asiatic expedition. No breakage, despite terrible punishment for thousands of miles in Mongolia."

The expedition has a fleet of five Dodge cars with it.

HUDSON MOTOR CO. ORDERS \$1,000,000 METAL PRESSES

Detroit, Aug. 27.—One of the largest machinery orders since the war has been placed by the Hudson Motor Car Company with the E. W. Bliss Company, Brooklyn, involving an outlay of more than \$1,000,000 for 350 metal presses of various types.

MOTOR CLUB MOVES

Chicago, Aug. 27.—Chicago headquarters of the Great Central Motor Club are to be moved from the Claridge Hotel to the building at 19 Cedar St., leased for ten years at a net rental reported to be approximately \$65,000.

AUTOCAR VOTES DIVIDEND

Philadelphia, Aug. 27.—The Autocar Company has declared the regular quarterly dividend of 2 per cent. on the preferred stock, payable September 15 to stock of record September 5.

National Automobile Show Back to Its Historic Home

New York, N. Y., Aug. 27.—Following an absence of two years, the National Automobile Show for 1926 will return to its historic home in Grand Central Palace.

Since leaving the Palace the show has been held in Kingsbridge Armory, The Bronx.

Wide improvements have been made at the Palace for next year's

Big Expansion Program Calls For 60,000 Cars for Next Year



W. C. Durant

Plants Begin on New Ford Models

Memphis, Tenn., Aug. 27.—With all alterations necessary to handle the new models just announced, the Ford Motor Company today resumed operation of the local assembling plant. For the time being production will be confined to the touring model. The plant had been closed since July 31, during which time the equipment changes necessary to handle the new cars were made.

Charlotte, N. C., Aug. 27.—Production of the new Ford will be started at the branch factory here September 1, according to plans outlined today by company officials. The plant has a capacity for 500 cars and trucks per day and employs about 1,000 men.

MILLER RUBBER EARNS \$2,048,343, HALF YEAR

Akron, Aug. 27 (U. T. P. S.).—Net earnings of the Miller Rubber Company for the first six months of this year amounted to \$2,048,343, after all charges. The net for the entire year 1924 was \$2,216,878. Earnings available for common stock in the first half of 1925 equal \$32.81 a share, comparing with \$29.52 for all of 1924.

Flint, Mich., Aug. 27.—At a meeting of the directors of the Flint Motor Company held yesterday, R. H. Mulch of Toronto, Ont., was elected vice-president and general manager, and C. O. Miniger of Toledo, O., was elected chairman of the executive committee.

Coincident with these two important changes in executive personnel, it was announced that the 1926 Flint program will call for 60,000 cars.

Mr. Mulch is vice-president and general manager of Durant Motors of Canada, Limited, formerly general manager of the Chevrolet Motor Company of California.

Mr. Miniger is well known in the industry as the founder and president of the Auto Lite Company of Toledo and the United States Light & Heat Company of Niagara Falls. He is also a director of the Willys-Overland Company.

During the past four months the Flint Motor Company plant has been completely rearranged and three popular priced models developed under the direction of W. R. Willett.

Mr. Willett has been appointed assistant to W. C. Durant, president of Durant Motors, Inc., with headquarters in New York city.

The selection of these two men to handle the executive affairs and shape the policies of Flint Motors means that the affairs of the company will be in the hands of two of the keenest merchandisers in the country.

Mr. Muech's experience is well rounded, covering a period of more than 15 years, both as manufacturer and as sales executive.

Mr. Miniger has been prominently identified both as a car manufacturer and in the accessories field.

This move undoubtedly means that a vigorous sales and manufacturing policy will be pursued soon.

MOTOR TRUCK OUTPUT IN JULY PUT AT 39,938

Washington, Aug. 27.—The Department of Agriculture announces revised figures on the production of automobile trucks in the United States for July as 39,938, instead of 37,431 as previously announced. Canadian production is unchanged at 1,780.

MAY LIFT RESTRICTION

Washington, Aug. 27.—Definite action on the part of the British government that will either bring the operation of the Stevenson restriction plan to an end earlier than originally intended or very drastically modify the present restrictions on output is expected, according to advices from London. Although the Colonial Office is reported to be standing resolutely by the scheme and its continued operation, the belief exists that the Foreign Office is preparing to insist on a sane solution of a difficulty that has given rise to very acute resentment, international in its scope and effect.



C. O. Miniger

WOULD REPLACE TROLLEY WITH BUS

Columbia S. C. Citizens To Consider Plan At Mass Meeting

Columbia, S. C., Aug. 27.—Motor buses on all the streets of Columbia to replace the present street car system is to be considered at a monster mass meeting now being arranged, it was announced today.

Announcement of the plans for the meeting are coincident with the arrival here of Mark A. Smith and G. B. Fay of Flint, Mich., representing the Yellow Motor Coach Company. They hope to organize a company here for the purpose of operating a system of local transportation, handling the business of the Columbia Railway Gas and Electric Company. Release of the electric company from its franchise to operate street cars and to substitute buses is to be stressed at the proposed meeting.

Smith and Fay were in conference today with Chester Hawkins, manager of the Palmetto Transportation Company, which operates the Yellow cabs in Columbia and several inter-city bus lines.

Willys-Overland Production Grows

Toledo, Aug. 27.—September production schedule at the Willys-Overland plant has been set for 850 cars a day, to be increased to 1,000 automobiles a day before the end of the month, including all models of sixes and fours.

At the present time the plant is employing about 10,000 men and the number will shortly be increased to between 12,000 and 15,000 as the factory production increases.

Export business is holding firm, with shipments running as high as 100 complete cars a day for overseas delivery.

USED MARKET HIT BY SLUMP

Drop in New Car Prices Blamed for Unstable Conditions

(Special from A. D. N. Detroit Bureau)

Detroit, Aug. 27.—Dealers here report used car market in a very unstable condition. This is attributed to recent announcements of new prices on car lines.

Continued drop in new car prices is having the effect of making the used car dealers uneasy. New car prices have dropped to the 1913 level or below for medium priced cars.

Only a few types are in good demand—some of the higher priced cars and small coupes. Open models, in the medium price class, are not moving so fast as the dealers would like. Prices have suffered a slump on outright sale propositions; better prices are reported on these cars on a trade-in basis.

"Owners of a used car," says an active used car dealer, "are doing a good deal of shopping around; and this is having a bad effect on trade."

"What we consider a fair price, based on experience, is of little interest to many prospective buyers of a new car, who know that in many cases they can get a trade-in allowance far in excess of the money we can allow for their old cars."

"Unless a man is anxious to dispose of his car he finds that he can get a liberal trade-in allowance, if he is willing to look long enough for the dealer who wants a sale more than he wants a certain profit."

"In spite of everything, however, there is no glut here."

Sir William Letts Urges Closer Ties

(Special from A. D. N. Detroit Bureau)

Detroit, Aug. 27.—Sir William Letts, president of the Society of Motor Manufacturers and Traders, an international organization of London, was the guest of honor at a luncheon at the Detroit Athletic Club yesterday on behalf of the N. A. A. C.

Sir William spoke informally, urging a closer understanding between American and English automotive manufacturers, on the ground that their interests are becoming constantly more closely allied. He feels that the increasing American business abroad suggests the advisability to American manufacturers visiting Europe more frequently in order to acquaint themselves more intimately with the European picture.

"It ought to be understood by American motor manufacturers," he said, "that they are welcome to exhibit at the Olympia show, which is not at all confined to British exhibitors. On the contrary (it is international in character. You alert Americans should be taking advantage of the opportunity to exhibit there."

Sir William lauded the McKenna tariff of 33-3 per cent., saying cannily that America had shown Great Britain the advantages of a tariff to home industry.

ARIZONA REGISTRATIONS SHOW BIG INCREASE

Phoenix, Ariz., Aug. 27.—A total of 2,359 cars were registered in Arizona during July, bringing the total state registration for the seven months of 1925 to 62,168 cars. The total registration for the year 1924 was 57,828. Every county in the state with one exception has exceeded during the seven months period, their total registration for 1924. The total increase of cars in Arizona this year over last year is 4,340 cars.

CATERPILLAR TRACTOR SALE
Sales of the Caterpillar Tractor Company and its predecessors, the Holt Manufacturing Company and the Best Tractor Company, during the first six months of 1925 amounted to \$11,460,179.

Will Link East-West In Epochal Auto Run

A. A. A. President and N. M. B. Official Leave Sunday on Trip

(Special Dispatch to the Automotive Daily News)

WASHINGTON, D. C., Aug. 27.—Thomas P. Henry of Detroit, president of the American Automobile Association, accompanied by Ernest N. Smith, general manager of the national motoring body, will leave Sunday morning on the first lap of what is regarded as an epoch-making motor run across the continent.

According to an announcement yesterday from A. A. A. national headquarters, President Henry and General Manager Smith expect to reach the Golden Gate in seven days from the time of their departure from the zero milestone outside the lawn of the White House.

The A. A. A. officials have selected for the transcontinental run a Cadillac stock sedan, the only unusual feature of which is the Pullman bed in the tonneau, which will make it possible for them to drive and sleep in relays during the daily 22-hour running time for which their schedule calls. They must average 450 miles a day in order to reach San Francisco on the morning of September 6.

Officials of the association characterized the trip as in many respects the most important undertaken since the days of the "covered wagon." It will demonstrate that the Pacific West is just around the corner, and point the way to a new type of long-distance touring.

President Henry, in commenting on the motor run, said that in undertaking it the A. A. A. had three primary purposes:—

First—To show the great distances that can be covered by the modern car over modern highways, traveling under conditions that need not tire man or motor, thus affording a striking demonstration of the extent to which time and distance have been annihilated and the East and the West converted into each other's backyards.

Second—The two A. A. A. officials will go West in the role of delegates from motordom to participate in the celebration and fiesta which California is planning for the early part of next month to commemorate the diamond jubilee of the 75th anniversary of the entry of the state into the Union. They will carry with them important messages from high government officials to the governor of California and to the mayor of San Francisco, the latter city being the terminal of the transcontinental run.

Third—President Henry and General Manager Smith are intent on making an exhaustive first-hand survey of motoring conditions affecting transcontinental travel, as well as inspection of motor club work. This will entail a swing around the circuit of the Pacific coast states, as well as the mountain and the inter-mountain region.

"What we are actually after is the completion and development of a transcontinental system of highways that will adequately meet the growing needs of motor travel, increasing the commercial use of highways and national defense," said President Henry.

A. R. E. Enters Bus-Truck War

Topeka, Kan., Aug. 27.—The American Railway Express Co., is the latest interested party in the bus and truck war now going on in Kansas. Yesterday the express company filed a formal protest with the state public utilities commission protesting against the granting of a truck license to Albert Williams, owner and manager of the Whitewater Truck Line, who has asked for a certificate permitting him to operate between Whitewater and Wichita.

The protest of the express company is based upon the word necessity in the state law. The complainant declares there is no necessity for a motor truck line between the two points, as that business is handled easily by the express company.

MRS. WHITING DIES

Flint, Mich., Aug. 27.—Funeral services held Sunday for Mrs. Alice Northrup Whiting, widow of James H. Whiting, pioneer Flint vehicle and automobile manufacturer, were largely attended. Among the pallbearers were Arthur G. Bishop, vice-president General Motors Corporation; John J. Carlton, corporation lawyer representing several large automobile companies; R. T. Armstrong, automobile spring manufacturer, and Philip H. Stewart, storage battery separator manufacturer.

Hercules to Sell Controlling Stock

Evansville, Ind., Aug. 27.—It is reported here that the Hercules Corporation, builders of automobile bodies, gas engines, buggies and Serval refrigerators, has sold controlling stock in its company to the Samuel Insull interests of Chicago.

JAMESVILLE PLANT MAKING 270 CHEVROLETS A DAY

Janesville, Wis., Aug. 27.—The production schedule of the Janesville plant of the Chevrolet Motor Company is continuing through August on a daily average of 270 cars. The month's schedule calls for a total of 6,000 cars. Operations of the Fisher body plant here are being increased to take care of the enlarged demand from the Chevrolet plant. Four hundred of the new series R Chevrolet trucks are to be produced this month at the Janesville plant. The number will be increased to 600 in September.

TRADE GOOD IN DETROIT
Detroit, Aug. 27.—Retail trade in reasonably good volume continues in the Detroit section. Prices are generally firm. Fall buying has scarcely started and wholesale dealers and jobbers are moving cautiously, finding that customers are reluctant to buy beyond their needs. Factory operations continue brisk, with skilled labor well absorbed.

MINNESOTA STARTS WORK ON 1926 ROAD PROGRAM WITH \$2,823,000 PROJECTS

St. Paul, Minn., Aug. 27.—Minnesota is taking an early start on extensive plans for 1926 road improvements, Charles M. Babcock, highway commissioner, having opened bids yesterday on projects calling for the expenditure of \$2,823,000, most of which will be on next year's program.

Heading the list of projects is 75 miles of concrete pavement, part of which will help to carry the pavement of Minnesota's chief motor road, Highway No. 1, from Minneapolis and St. Paul through to Duluth. This road is also paved for 50 miles south of St. Paul.

The bids include also a 25-mile addition on the concrete highway north from Minneapolis into central Minnesota, which will be extended to Brainerd, at the edge of the northern section of the state.

DODGE BUSINESS GOOD

Detroit, Aug. 27.—Dodge Brothers report that their dealers all over the country are elated at the increase of Dodge business following the recent price reduction. Many report that August is certain to establish new records with them for the month.

PLACE PISTON ADVERTISING

Detroit, Aug. 27.—Power, Alexander & Jenkins Co. are placing the advertising of the Stiner Piston Ring, Inc., makers of high compression equipment for internal combustion engines.

FORD PROGRAM IS WELCOMED

Detroit, Aug. 27.—Motor executives view Ford Motor Company's new model program, and particularly the statement about no increase in prices, as announced by Dow, Jones & Co., as one of the most constructive actions of the Ford company as affecting other companies in many years. Many producers have lived in constant fear that a cut by Ford would further unsettle the price situation, but the feeling now is "that the industry will have a breathing spell" and each company will get an opportunity to work out its destiny on the basis of "normal" competition, because the largest quantity producer has about reached the end of his rope in the matter of reducing costs by increasing volume.

While Ford would doubtless attempt lower prices if volume could be pushed up to 10,000 a day, few motor people believe Ford can reach that figure. The very action of the company in turning from a strictly utility commodity to one embracing art and "eye appeal" is taken as recognition that price alone will no longer produce volume.

MERRILL HONORED

Detroit, Aug. 27.—Thomas Merrill, secretary General Motors, has been re-elected a director of the Detroit Board of Commerce.

Michigan Favors Traction Lines in Bus Permits

Detroit, Aug. 27.—Operation of intercity buses and trucks by established utility companies such as the interurban railways of the state will be favored by the Michigan Public Utilities Commission in the granting of permits, according to present indications.

The Southern Michigan Transportation Company, a recently organized subsidiary of the Commonwealth interests and representing virtually the same directorate as that of the Michigan Electric Railway, was recently allowed to operate buses in the central and southern parts of the state, between Jackson, Battle Creek, Kalamazoo, Jackson and Lansing, Lansing and East Lansing, Kalamazoo and Grand Rapids. The electric railways now serve the same district over the same routes.

The Rapid Transportation Company was granted a permit to run a supplementary bus line between Bay City, Saginaw, Mount Morris and Flint. The commission refused to allow any permit to issue over the Kalamazoo-Allegan route, denying that the need existed for such service at this time. It was stipulated in each case that only the latest type of parlor motor coaches be used, with trained drivers, regular schedules and good service in all respects. Following this action the commission turned down applications of four independent bus lines to operate between Kalamazoo and Grand Rapids.

Protection of interests having millions invested in the state's interurban lines from small, virtually unregulated competitors is seen as the motivating influence behind the commission's attitude. All but one of the electric lines are now operating under receiverships and it has been feared in some quarters that discontinuance of lines and abandonment of rails might be the eventual result unless some protection were afforded through state regulation.

STABILIZER PRAISED

Detroit, Aug. 27.—Officials of Oakland Motor Car Company are receiving thousands of letters commending the new harmonic balancer, one of the outstanding features of the new Oakland this year. This device is regarded as one of the greatest stabilizers thus far invented for a motor car. It is simple in both principle and design and is non-wearing and requires no adjustment.

ASKS RECEIVER FOR SUTTON CO.

Finance Concern Claims Discovery of Forged Mortgage

Cincinnati, O., Aug. 27.—Suit for receivership against the Sutton Motor Car Company was filed yesterday by the Continental Finance Company of Dayton, O., following the discovery of an alleged forged mortgage, on which money was borrowed from the finance corporation.

At the same time search was begun for G. E. Sutton, president of the motor company. Sutton left Cincinnati Monday, it was learned. He was supposed to be at Cedar Point, O., but representatives of the finance company were unable to locate him there.

The presence of alleged irregularities in the affairs of the Sutton company became known when the Continental Finance Company discovered that a mortgage, said to have been signed by Dr. Alvin F. Renneker, was a forgery, it is charged.

It is alleged further that when an acknowledgment of the company's purchase of Dr. Renneker's contract was forwarded to the physician, he called the finance company on the telephone and declared that he had not purchased the car.

BOISE, IDA., PREPARING TO HANDLE AIR MAIL PLANES

Boise, Idaho, Aug. 27.—Since Boise was the only stop on the Elko, Nev.,-Pasco, Wash., air mail route a municipal air board has been appointed to select a suitable landing field. It has recommended the purchase of a 120-acre tract between the city and Boise River, a site which has been declared ideal by visiting aviators and which can be obtained for \$25,000. Action will be taken soon by the city.

There is no other landing in southern Idaho. Boise, located midway between Salt Lake and Portland and Elko and Pasco, is upon as the future center of aviation activities in the state.

AUGUST BIGGEST OAKLAND MONTH

Most Prosperous Era in History Ahead for Company

Pontiac, Mich., Aug. 27.—"August will be the biggest month of present year for the Oakland Motor Car Company, and with one exception the biggest August in the history of the company," stated William R. Tracy, assistant director of sales, today to a representative of the Automotive News.

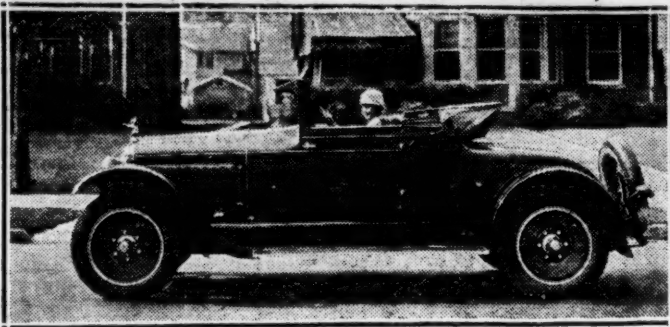
"The outlook right now is for the most prosperous era in the history of our plant," he continued, "and we actually have been compelled to enforce a rigid allotment basis to dealers, so that all sections of the country will receive some attention. Just for example, M. E. Bushong, our district manager at Philadelphia, is in my office now after 600 cars for September and 600 more as a minimum for October. It looks very doubtful now as to whether we will be able to supply him with over fifty per cent of his requirements."

The Oakland factory is several thousand orders behind and is working at top speed to produce new models.

"The balance of the present year will certainly be a record-breaker for us," declared Tracy, "and in each month beginning with September it looks as though we would smash all previous Oakland records. One of the most significant facts for the automobile world is the gratifying fact that orders are nation-wide and not confined to a few localities. This is a pretty good indication of general prosperity. With general competition as keen as it is, with prices going down in face of increased values, the automobile buying public is getting a pretty big value for a dollar."

The Oakland factory here has been running more steadily throughout 1925 than at any time in the past.

New Wills Sainte Claire Cabriolet



THE CABRIOLET, shown above, is to be introduced by Wills-Sainte Claire dealers early next month. The new car has a collapsible "Burbank" top and glass in the doors can be raised with the top down, effecting side windshields. The car will have an unusually high back and a sloping footrest. There will be a special compartment for golfers. The upholstery is custom throughout and seafoam green is the dominating color.

DEALERS TRY OUT NEW SALES METHOD

Cleveland, Aug. 27.—What is described as a decided departure in the handling of the sales organization was announced here today by Cleveland auto dealers, aiming to fill the ranks with a better grade of salesmen and reduce salesman turnover.

The plan, as far as it has materialized, briefly provides for a straight salary basis for salesmen and a bonus based on 100 cars a year, payable either annually or semi-annually.

The R. J. Schmunk Company, Hudson-Essex distributor, is operating its sales force under a new plan whereby each salesman is practically a free lance to go out and get business anywhere, although the company retains its prospect file.

Under the new plan it is up to the salesman to sell on the first call, if possible. While each salesman has a zone in which to work, this does not prevent him from selling in the zone of another, if he discovers a prospect in that territory.

New McLaughlin Cars Are Shown

Ottawa, Ont., Aug. 27.—Many improvements are revealed in a new line of McLaughlin-Buick cars shown for the first time at the Central Canada Automobile Show here. These improvements cover engineering features as well as appearance, and are accompanied by a reduction in prices.

The Special Six series is priced from \$1,900 to \$2,030 and the Master Six series from \$2,220 to \$2,800.

Additional speed, torque and power are provided. There are stronger and heavier frames, clutch, transmission, drive shaft and rear axle to compensate for increased engine power. An air cleaner, oil filter and gasoline strainer are a few more of the added improvements.

N. Y.-BOSTON AIR MAIL IS ASSURED

Colonial Air Lines, Inc., To Increase Capital To \$1,000,000

Waterbury, Conn., Aug. 27.—Practically certain of securing the New York-Boston air mail contract, stockholders of the Colonial Air Lines, Inc., of Bethany, Conn., have taken action to increase the capital stock of the corporation from \$500,000 to \$1,000,000, it was announced today.

Application for the increase has been made to Francis Pallotti, secretary of state, and approval is expected shortly.

The par value of the stock now is \$25, but will be increased to \$100.

New stockholders just elected to the board of directors include L. S. Horner, vice-president of the Acme Wire Company, of New Haven, a former member of the war production board, and Maj. Talbot O. Freeman, chairman of the state aviation board.

Harris Whittemore, Jr., of Naugatuck, is president of the Colonial Air Lines, Inc. Other officers are: Vice-president, Donald S. Tuttle, of Naugatuck, and secretary, Barnard H. Mathies, of Seymour. Gustave A. Parsons is general manager.

The Colonial Air Lines was incorporated early in 1923 at which time the Bethany landing field was one of two such fields in the state. The equipment then consisted of one field of approximately 40 acres, a hangar capable of accommodating four planes and one Curtiss tractor airplane. Since that time the field has been enlarged by the addition of adjacent property so that it now consists of 206 acres.

Already a hangar has been secured at Boston; at Hadley Field, New Brunswick, N. J., and at Hartford.

FLORIDA SIGHTS BIG SALES YEAR

Jacksonville, Fla., Aug. 27.—With homes and hotels filled to capacity this summer, the coming winter season is expected to usher in the greatest automobile sales year in the history of Florida, according to the predictions of dealers. The tourist rush has already begun, and automobile manufacturers, who, heretofore, have limited their Florida sales, are now planning big scale expansions.

The Oakland, with the appointment of Braswell & Stanley, 503-507 West Adams St., dealers for Jacksonville and Duval county, is one of the keenest bidders for new business here, and have assured new dealers the closest co-operation in building up Oakland following. The Flint has also put forward an extensive sales program, appointing F. M. Crabtree and K. R. Paderick, owners of the Marine Garage, dealers for a number of the North Florida counties, and announcing a number of new dealers throughout the state.

The Moon Motor Car Company, featuring its latest product, the Diana car, is another concern actively engaged in Florida sales expansion. The Chason-Hilton Motor Car Company, its local distributors, find the Diana already popular here, and are predicting general popularity for it this year.

The Martin-Nash Motor Car Company, distributors of the Nash and Ajax cars, of this city and Atlanta, Ga., have moved into a new building, and with 20,000 square feet of floor space it affords, will carry a redoubled stock to insure prompt deliveries. Oldsmobile distribution is now being handled by Lucian Powell, Jr., and E. H. Crawley, as Lucian Powell, Jr., Inc., having succeeded Howard Boss, Inc., former distributors, upon retirement of Mr. Boss to the real estate field.

Out on the Coast

By JOHN C. WETMORE

Los Angeles, Aug. 27.—By way of picturing to Easterners for a starter the magnitude of this marvelous far western motor car market, it will be my endeavor in these daily thumbnail sketches of mine, to give not only facts and figures, but also some idea of how the retail automobile business is handled out here on the Pacific coast.

First, be it said, that wholesaling and retailing are both conducted here on a gigantic scale. New York has its Inglis Upperco and its Charley Larson, but a dozen millionaires of their type are playing the game out here. They have great establishments embracing sales rooms, service stations and used car departments, under one roof—most of them on corners and many of them with frontages of a half a block.

Far-reaching among them are Charles S. Howard and Frank Howard. They came to California in early motor car days from Newark, N. J., and formed the Howard Automobile Company (Buick), which covers California, Oregon and southwest Washington, with branches in Los Angeles, San Francisco, Oakland, Berkeley and Portland. When not enjoying "Ridgewood," his big northern California ranch, Charles looks after the North, while Frank sees to the South. During the first seven months of this year they sold 6,027 Buicks in California alone.

J. W. Leavitt of J. W. Leavitt & Co., another pioneer dating back to bicycle days, has great establishments at San Francisco and Los Angeles. Leavitt lives in the enviable palace on Van Ness Avenue, which is in San Francisco's automobile row. In the first seven

months of 1925 he sold 1,415 Oldsmobiles. He quite recently has taken over the Peerless also for California.

Don Lee (Cadillac) has branches and homes in San Francisco and Los Angeles. A feature of his palatial Van Ness Avenue salesroom in the Golden Gate City, is a \$50,000 pipe organ. They do things that way out here. He can well afford it with 939 Cadillac sales during the first seven months of this year.

Hudson-Essex sales in southern California were given over late last year to Walter M. Murphy. This son of the well-known Murphy family, who are millionaires many times over through great business buildings in Detroit and oil fields and vast orange groves in California, surely has made good with sales of 7,280 Essex and 5,553 Hudson cars during the past seven months. This combined total of 12,835, by the way, places the Hudson-Essex at the head of all six-cylinder makes and almost within hailing distance of the low-priced runner-up to Ford.

Studebaker has distributors of great wealth in both San Francisco and Los Angeles. Chester N. Weaver at San Francisco has a territory embracing not only northern California, but also Nevada and the Hawaiian Islands. His seven months sales in northern California totalled 2,126. Paul G. Hoffman, now vice-president and general manager of the parent company at South Bend, still retains his interest in Paul G. Hoffman & Co.'s southland agency at Los Angeles, which, from January 1 to August 1, registered 2,664 Studebakers. This is a total of 4,790 in the state.

for Economical Transportation



Volume sales and a rapid turnover are the things that bring substantial profits to any business. Month by month Chevrolet's quality at low cost is producing quick sales in constantly increasing volume for Chevrolet dealers.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . . .	550
		Sedan . . .	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by
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O. J. Elder, President; E. C. Wright and George M. Slocum, Vice-Presidents;
G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

FRIDAY, AUGUST 28, 1925

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E. C. Wright, Advertising Manager. George M. Slocum, Manager Detroit Bureau.
General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 148 North
Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little Building,
Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building,
San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle,
Wash.

Editorial Department—25 City Hall Place, New York, N. Y.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter
Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.
Wetmore, Clyde Jennings.

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An Anti-Theft Laboratory

For a good many years the state of Georgia has been a sort of unofficial fence for automobile thieves. The laws made it easy to dispose of stolen cars in the Southern state, and as a result they were shipped there from all over the country. The Legislature, which just closed its session, altered that. A law was passed making it obligatory that every car sold must be accompanied by a deed, exactly as real estate commonly is. Any one who buys a car in Georgia from now on, without getting a proper deed with it, risks trouble and loss.

This method of discouraging theft by covering every car with a deed has been suggested time and again in the past as the one solution of the car theft problem. It will be interesting to see how it works out in Georgia, which is a peculiarly favorable test ground because of its recent unholy estate.

That Gasoline Shortage

In the automotive press there has always been one stock story that could be depended on when all else failed—this was the traditional "gasoline shortage." As long ago as 1910 automobile magazines were carrying warning stories inculcating the need for husbanding our shrinking fuel supplies.

And here in the fall of 1925 gas prices are tumbling two and three cents every day or so because the oil companies have overproduced. This condition is not due to the discovery of new oil fields, nor to greater production by those now in existence, but to the petroleum chemists, who are cutting deeper and deeper into the crude and still producing a fuel that can be handled by the modern internal combustion engine. The greater efficiency of cracking processes and a decrease in expected demand have produced this fuel price decline. We cannot hope to have such a condition last forever, but we can depend upon our research chemists to continue the battle to make two gallons grow where only one grew a few years ago. We are at least holding our own in the fight for fuel.

A European Invasion

America has for so long dominated the export market that it seems a bit strange to find the foreigners coming back at us. It is a fact that certain prominent automotive interests have secured the American rights to manufacture the British single sleeve valve engine known over there as the Argyl, and no doubt a car powered with this type of engine will shortly make its appearance.

And now rumor—note we say rumor—has it that a big American manufacturer has secured the right to build the British Austin car in this country. The Austin has many points of similarity to American cars, both in design and performance, and would no doubt prove popular here.

STERLING SERVICE

Little Rock, Ark., Aug. 27.—The Sterling Service Company, Oldsmobile distributors, have moved into its new home at 308-10 W. 3d Street. The building is new and beautifully finished inside and out.

RESTRICT LICENSES

Sacramento, Cal., Aug. 27.—One of the stipulations of the California Vehicle Act made by the last Legislature provides that habitual drunkards, drug addicts, insane persons, epileptics or feeble-minded persons will not be allowed licenses to drive motor vehicles in this state.

WELDERS TO PUT ON REAL SHOW

Expect 20,000 at Fall
Welding Society
Exhibit

Plans are practically completed by the welding industry to make the fall meeting of the American Welding Society the largest and most successful ever held. Three days, October 21, 22 and 23, will be devoted to the various technical sessions, demonstrations, exhibits and entertainment. The headquarters for the meeting will be at the Massachusetts Institute of Technology, Cambridge.

Exhibits of welding, welded products and actual demonstrations of welding and cutting are to be featured at this meeting. Twenty thousand people, including some of the leading industrial executives of the northeastern part of the United States, are expected to be present. The applications of welding have more than trebled during the past few years. Possibilities for further extension with resulting economies are still limitless. It will be the object of these exhibits and demonstrations to show industrial managers and engineers what can be done. These demonstrations will start at 9 o'clock each morning and last until 5 o'clock.

Five Sessions

Five technical sessions are scheduled on important subjects. The papers will be printed and distributed in advance and the greater part of the time of each session will be given over to a discussion by those present. Time for play as well as work is also provided in the program, including entertainment for the ladies. Sight-seeing bus trips to all of the various points of interest in and around Boston will be planned for the ladies attending the convention. In addition there will be a dinner and theater party on Thursday evening, at which the ladies will be the guests of the society. Wednesday evening will also be given over to entertainment and demonstrations at which all welders in New England will be invited to attend. A complete program will be sent upon request.

The schedule for the meeting is as follows:—

Fall Meeting of the American Welding Society, Headquarters, Massachusetts Institute of Technology, October 21, 22 and 23, 1925.

Exhibitions

Wednesday, Thursday and Friday, 9 a. m. to 5 p. m., and Wednesday evening, 7.30 p. m.

Technical Sessions

Wednesday morning, October 21, 10 a. m. to 12 noon—"Thermite Welding," J. H. Deppeler, chief engineer, Metal and Thermite Corporation.

Wednesday afternoon, October 21, 2 p. m. to 4 p. m.—"Gas Welding of Power Plant Piping." Author to be announced later.

Thursday morning, October 22, 10 a. m. to 12 noon—"Industrial Applications of Arc Welding and Economics Effectuated Through Its Use." Joint paper by H. M. Hobart, chairman, Electric Arc Welding Committee, and W. Spraragen, secretary.

Friday morning, October 23, 10 a. m. to 12 noon—"Selection of Materials for Welding." A series of short addresses by several authors.

Friday afternoon, October 23, 2 p. m. to 4 p. m.—"Spot Welding of Automobile Bodies," J. W. Meadowcroft, general supervisor of welding, E. J. Budd Manufacturing Company.

Business Session

A meeting of the research department of the society (American Bureau of Welding) will be held Thursday afternoon, October 22, 2 p. m. to 4 p. m. Program will include review of present activities and outline of future investigations.

A board of directors meeting will be held following the research meeting at 4 p. m.

Lunches

For the convenience of members and guests, lunches will be served at cost on each day at the cafeteria of the Massachusetts Institute of Technology.

Welcomes News



ALVAN MACAULEY, president of the Packard Motor Car Company of Detroit, wrote as follows in welcoming the Automotive Daily News: "I am much interested in the announcement of the Automotive Daily News. The industry has grown to dominating proportions, and so many hundreds of thousands of people are interested in prompt and early information regarding its doings that I predict a large field is awaiting the Automotive Daily News."

"The manufacture of motor cars has assumed first importance among industrial enterprises, and motor cars have taken first rank among family interests; so it seems to me the News will have an opportunity for great usefulness."

MEXICO BUILDS ROAD SYSTEM

Will Spend \$1,000,000
Per Month on New
Highways

Raleigh, N. C., Aug. 27.—Launching a million-dollar-a-month road construction program, the government of Mexico has employed O. N. Connor, construction engineer of the North Carolina highway commission, to direct the work, it was learned here with the departure of Mr. Connor for Mexico City last Sunday.

Antonio Hernandez, auditor of the Mexican highway commission, is here inspecting the auditing system of this state's highway department. From here he will go to Washington, D. C., where he expects to obtain further information that will be of value to his government in its road work.

It is reported that the money for the Mexican program will be raised by gasoline and tobacco taxes.

That North Carolina has played an important part in the Mexican program is indicated by the announcement that the entire construction will be based upon recommendations by Charles M. Upham, chief engineer of the state department, who has recently returned from a trip to Mexico.

Announcement was also made that several other North Carolina highway engineers will soon follow Mr. Connor to be associated with him in the work.

AT YELLOWSTONE PARK

Detroit, Aug. 27.—Mr. and Mrs. Charles T. Fisher are spending vacation days in the Yellowstone Park. Mr. Fisher is a vice-president of General Motors.

New Departure Ball Bearings

Pertinent Facts

Concerning the Ball Bearing that is used in practically all makes of American Motor Cars

6,000 skilled workmen produce 27,000,000 ball bearings and 300,000,000 steel balls annually.

This is done by means of ultra-modern machinery and processes, housed in 82 buildings with a total floor space of 39 acres, equivalent to a single story building 40 feet wide extending over a distance of nearly 8 miles.

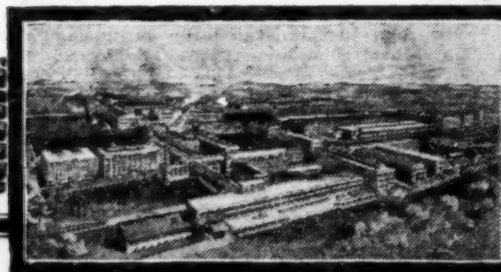
32,000 tons of steel used annually, practically all of it electric furnace, high carbon, alloy steel.

Finesse of manufacture with persistently maintained standards of precision equal to that in the making of the finest precision instruments.

The New Departure Manufacturing Company
Bristol, Connecticut

Detroit

Chicago



John B. Glenn Organizing Large Credit Institution

Oakland, Aug. 27.—Junk men are buying old tires again. This is the first time they have done so since the war. As high as \$10 per ton is offered for junk rubber.

Can. grade on	Canadian	2.00
in Eurk. Pipe	Western Ky. . .	—
Line Co. lines		2.25

Average.....	17.208	18.738	12.736	13.168	27.876
--------------	--------	--------	--------	--------	--------

Gasoline prices on January 1, 1921, were probably the highest ever reached in the United States. The lows established in 1923 reached lowest level since 1915.

Liabilities: Capital stock (represented by 200,000 no par shares of class A and 200,000 no par shares of class B stock) \$750,000; current liabilities \$291,009; reserve for Federal taxes, depreciation, etc., \$509,822; surplus \$1,333,639; total \$2,884,520.

Prices of farm products and of miscellaneous commodities rose in July more than 4 per cent., reflecting chiefly increases in rubber and livestock, while the other commodity group prices were relatively small.

Also manufacturers of air compressors for service stations and air brakes.

Tractor Foreign Sales Up 74% Over Last Year

Europe and S. America Seek More Motorized Farm Equipment

Detroit, Aug. 27.—Fordson tractor foreign sales reports indicate European and South American farmers are developing crop producing land through the use of motorized agricultural equipment to a greater extent than ever before. Shipments of tractors for the seven months, ending July 31, were 74 per cent. in excess of the shipments in the corresponding period of 1924.

Foreign deliveries of tractors reached the new high record of 13,140 for this period and it is felt the outlook is bright, for still further increases.

In some cases the tractor is replacing the ox team, while in others it is merely being added to an existing fleet. Some of the larger farms have the most modern equipment.

Foreign deliveries of Ford cars and trucks, as well as Lincoln cars, set a new record in the first seven months of 1925. Sales of Ford cars and trucks totaled 124,345 or 22,000 more than were delivered in foreign countries during the corresponding period of 1924, not in-

cluding foreign and domestic sales of the Ford Motor Company of Canada, Ltd., which totaled 52,300 during the same months this year. Increase in absorption of cars and trucks is in proportion over Europe. The remarkable increase in Fordson tractor deliveries is due primarily to the awakening to the need of maximum production from limited cultivated areas. In South America, the tractor has long been known as standard agricultural equipment. Increased sales there, though less spectacular than in Europe, are increasing to cover the normal expansion of agriculture.

Gas Pumps Barred From Sidewalks

Topeka, Kan., Aug. 27.—Sidewalks belong to the general public and were dedicated for public use as streets, not free sites for private business, according to Mayor James E. Thomas of Topeka. An ordinance not only forbidding use of the streets by gasoline dealers, tire men, dealers in second-hand cars and other commodities, but giving owners of such places only until January 1 to move or be moved, has been passed by the city commission.

NEW OIL ADDS TO LIFE OF ENGINE

Building 30,000 Gallon Plant at Deerfield, Ill., For Fink Company

Chicago, Aug. 27.—A new motor fuel, which it is claimed will give greater power and longer life to the motor, and be free of poisonous gas odors, is to be manufactured by the Fink Motor Fuel Company, which has the backing of Chicago capital, at a plant now under construction at Deerfield, Ill.

The plant, from the outset, will have a capacity of 30,000 gallons, according to company officials.

In its foreword to the public the company states: "A good motor fuel is something the world is in need of at the present time—some kind of fuel that will not fill the air with poisonous gas and endanger human life."

In further support of this statement the company calls attention to the polluted atmosphere of country highways where traffic is heavy as a menace to health.

"If you cross the street in the wake of an automobile the exhaust fumes will almost strangle you and down in the loop district you are almost suffocated by the foul air emitted by motors. It is cer-

SALES BREAK RECORD

Trenton, N. J., Aug. 27 (U. T. P. S.).—July sales and production were the largest in the history of the Murray Rubber Company of this city, according to officials. A twenty-four hour shift is now running 3,000 tires daily, with the personnel of the tube department doubled by increased orders for balloon tires. Double shifts have also been placed in the garden hose and moulded rubber departments.

tainly very necessary that something should be done to protect life in this respect and this new motor fuel will bring the necessary relief," says the inventor, J. P. Fink, a mechanical engineer.

It is claimed for the new fuel that it holds absolutely no danger to health. The exhaust from the engine is almost like steam. It is a non-carbon fuel designed to free the motor of carbon and keep it clean.

"There have been several kinds of motor fuel on the market which are represented as anti-carbon, but on the contrary they seem to gum up the engine and pipe leads, and therefore add trouble to trouble instead of eliminating it," said Mr. Fink.

AIRPLANE SERVICE

Evansville, Ind., Aug. 27.—Regular airplane passenger service on call has been established between this city and points of the Middle West. One Lincoln standard plane equipped with Hispano-Suiza motor, is operated.

TRACTORS IN USE ON KANSAS SOIL

Topeka, Kan., Aug. 27.—Tractor-farming has reached a stage in western Kansas where it is believed that every farmer tilling 160 acres or more, especially when it is planted to wheat, can invest in one with profit. The need for power in the preparation of large areas for wheat is felt, especially when the tractor will pull the plows that turn six or eight furrows at a time.

It is claimed that in the economic requirements to broaden the gap between the cost of producing and the selling price, the arguments favor the mechanical substitute for the horse. There are places where a horse can go and a tractor cannot, but this does not apply to much of western Kansas.

By using a tractor in place of horses they can save a little money on plowing, a little more on hauling, still more on seeding, more yet on harvesting and hauling to market.

That is why the chug of the tractor is heard these days all over western Kansas. The men who are using them argue that they can make as much on their wheat at \$1.25 as their less efficient neighbors would realize if the market was \$1.50. The most important lesson the wheat growers of western Kansas have learned is that efficiency is as important on the farm as in the factory or in any business.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED AUGUST 15

States	Acme	Autocar	Chev- rolet	Clydes- dale	Com- merce	Corbitt	Denby	Day- Elder	Dia- mond T	Dodge	Dodge- Graham	Ford	Federal	Garford	G. M. C.	Inter- national	Maccar	Mason	Pierce- Arrow	Reo	Republic	Sanford	Selden	Service	Sterling	Stewart	White	Miscel- laneous	Totals	States
Alabama																													Alabama	
Arizona																													Arizona	
Arkansas										4	1	14					3											22	Arkansas	
*California		24	115				1		14	157	177	823	42	2	44	72		2	4	68	4			2	1	1	52	1605	California	
Colorado																													Colorado	
Connecticut																													Connecticut	
Delaware																													Delaware	
Florida																													Florida	
Georgia																													Georgia	
Idaho			12							3		68				1	2				1							1	88	Idaho
*Illinois	12		87						73	92	69	1415	20	4	11	115			3	48	3			1	10		42	2093	Illinois	
Indiana																													Indiana	
Iowa																													Iowa	
Kansas	17	9	98						7	118	11	121	21		41	14			3	14	9						5	488	Kansas	
Kentucky																													Kentucky	
Louisiana																													Louisiana	
Maine																													Maine	
Maryland																													Maryland	
Mass'setts																													Massachusetts	
Michigan																													Michigan	
Minnesota																													Minnesota	
Mississippi																													Mississippi	
*Missouri		1	36						7	30	29	452	8		18	41				1	4					1	17	645	Missouri	
Montana																													Montana	
Nebraska			1							2		97								2								102	Nebraska	
Nevada																													Nevada	
N Hampshire			1							1		16				1				1							1	21	N. Hampshire	
New Jersey																													New Jersey	
New Mexico			2									12																14	New Mexico	
New York																													New York	
N. Carolina											12	34			1	8											1	56	N. Carolina	
N. Dakota																													N. Dakota	
Ohio																													Ohio	
Oklahoma																													Oklahoma	
Oregon			1								1	37	1			2				2							1	4	49	Oregon
Penn'vania																													Pennsylvania	
Rhode Isl.			3	3						10	6	40	4		1	6			1	4	1						6	1	86	Rhode Island
S. Carolina			1	1					1	2		40																	So. Carolina	
S. Dakota				3						5	6	138	1		1	12				2	3						1	22	194	So. Dakota
Tennessee																													Tennessee	
Texas				7						4																			11	Texas
Utah				3						3		14				3					1							1	25	Utah
Vermont																													Vermont	
Virginia			3	5				3		1	3	25		1		6				2	3								52	Virginia
Wash'gton				7							12	147	3	2	2	6				2	1						3	10	195	Washington
W. Virginia				5			1			8	5	66			1	4					1							4	95	W. Virginia
Wisconsin																													Wisconsin	
Wyoming				8						9		27				1	2									2	2	5	57	Wyoming
D of C Ind.																													Dist. of Col.	

*Registration for month of July. Weekly figures not available.

NEW \$350,000 FISHER ADDITION

Body Company Forced To Add to Expansion Program

Cleveland, O., Aug. 27.—Expansion plans just announced by the Fisher Body Company call for the immediate expenditure of \$350,000 for new building construction and follows shortly upon completion of a \$250,000 addition to the company's metal shop.

Increased business has resulted in the taking on of 2,000 additional men since May and bringing the number of names on the payroll at the present time to about 6,100.

Completion of the new building program will give the Fisher plant here a total floor space of approximately 1,600,000 square feet.

Work is to begin immediately on the adding of five stories to the present stock building, which is of monitor construction, with one-story and basement, bringing it up to the height of the main building frontage. It will be of steel and concrete construction, similar to the rest of the plant, and will have 200,000 square feet of floor space. It will be utilized to house body materials, giving an unlimited supply on which to draw.

The expansion plans were necessitated to take care of the extraordinary increase in production and to allow for pushing all orders to speedy completion without the handicap of delays in waiting on material shipments.

The Fisher plant here is doing work for the Chevrolet, Chandler, Cleveland and Chrysler cars.

It is expected that production will continue at high peak well through the autumn.

New Horsepower Plan Considered

Boston, Mass., Aug. 27.—The system recognized by all automobile manufacturers and automotive experts as to the standard for the determination of horsepower may be cast into the discard in Massachusetts and in its place may be substituted a formula proposed by the highway division of the Department of Public Works, the object of which is to increase the automobile registration fee, it was announced yesterday.

Under the proposed plan, which would be effective next year, the passenger car of today having, say, 28 horsepower would be rated as possessing 30 or more horsepower.

The formula under consideration is:

$$\frac{D^2 N}{2.5}$$

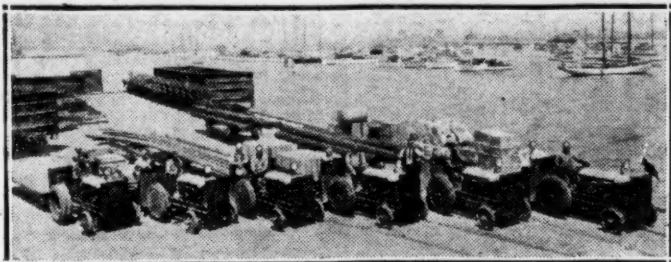
in which D is the cylinder bore in inches and N is the number of cylinders. The divisor, 2.5, is a constant reduced from the experience of automotive engineers as a fair rating for a four-cycle motor at 1,000 feet per minute piston speed.

For some years it has been well known by all automotive engineers that this formula did not correctly apply to the modern motor vehicle engine, first because many automobile engines are made with longer stroke than others; second because these engines are now operated at a much higher speed than when the present formula was adopted; and third because higher compression pressures are used.

TAXI METERS OFF

North Adams, Mass., Aug. 27.—(By U. T. P. S.)—An unusual condition is found to exist here in the fact that City Sealer John J. Davis is still unable to seal the meters of local taxicabs, because the error previously noted in the devices persists although owners were instructed to have it corrected. This showed mileage under the true amount, and while in favor of the patrons, is a distinct inaccuracy and Mr. Davis will not affix seals until they read properly except for a margin that is always allowed.

Six Seaboard Company Tractors



FLEET of Fordson tractors used by the Seaboard Stevedoring Company of San Pedro for freighting ship's cargoes to and from warehouse. All are equipped with Goodyear solid tires.

BIG SHIPMENTS OF FARM TOOLS

Minneapolis, Minn., Aug. 27.—Shipments of agricultural implements and vehicles from Minneapolis for the first seven months of 1925 shattered all records for similar periods during the last five years, according to a report just issued by the Minneapolis Traffic Association.

Renewed buying power of the farmer of the Northwest, made possible through banner crops of last year and anticipated good crops this year, has been followed by heavy purchases of farm machinery, according to the report.

Total outgoing shipments so far this year amount to 2,241 cars, compared to 1,763 cars for all last year. The 1919 car movement was 5,001, and in 1920 the movement totaled 4,955. Total shipment of machinery and vehicles for the first seven months of last year amounted to but 932 cars.

The disparity in figures of last year and this year indicates a return to the post-war prosperity period of 1919 and 1920, when shipments compared favorably with those of this year, the report shows. The figures by months on outgoing shipments follow:

	1925	1924
January	109	41
February	277	90
March	395	160
April	264	127
May	198	104
June	250	142
July	748	268
Total	2,241	932

Big Air Carnival Plans Announced

Santa Monica, Cal., Aug. 27.—Plans are now under way for the staging of the greatest aviation carnival ever held in the history of aeronautics on September 27 at Clover Field, Santa Monica, in celebration of the successful completion of the world flight by Douglas aircraft, which is manufactured in this city.

Arrangements are being made under the leadership of Col. William Mitchell and it is hoped that Lieuts. Smith, Wade and Nelson will be here to fly at the meet. Attempts will be made to establish new records in altitude, speed and stunt flying, in addition to the exhibit of the latest types of aircraft.

IMPERIAL OIL CO. ADDS FIVE FILLING STATIONS

New Preferred Sites Recently Purchased in Ottawa, Ont.

Ottawa, Ont., Aug. 27.—A radical change in policy has been put into effect locally by the Imperial Oil Company, Limited, Canada's largest gasoline concern. In the past, it has not competed with filling stations selling Premier gasoline and Polarine oils, but it is now erecting stations on five expensive sites here. Salesmen for competing lines are capitalizing this move and making a drive to contract with stations now using the Imperial Oil's products.

GAS TAX WIDELY POPULAR IN N. C.

Despite Four-Cent Rate No Complaints Are Heard

Raleigh, N. C., Aug. 27.—Widely popular, despite the fact that it is the highest levy imposed, the motor fuel tax in North Carolina has been a revelation. When the Legislature of 1921 voted the first gasoline tax it was largely in the nature of an experiment. A great state road building program was just beginning and the law-makers were casting about for a painless method of maintaining it. The initial tax was 1 cent a gallon and became effective May 1, 1921. There were some who were dubious, but they were willing to give it a trial.

Never has a tax attained such popularity. People not only paid the 1-cent tax, but demanded a higher levy. Consequently the Legislature of 1923, with practically no opposition, raised the rate to 3 cents a gallon. Still the demand for more. The 1925 Legislature increased it to 4 cents, and with the 4-cent rate in effect for more than five months now, state automobile department heads have not received a single protest.

And this in a state peopled largely by descendants of stanch settlers who went to war with Britain over the crown imposts on tea. The popularity of the tax, however, is easily explained. From the first those who paid it have seen tangible returns. Every cent of the tax, except collection costs, goes for road maintenance and into the sinking fund for liquidating state road bonds. Dwellers in even the remotest counties are for the first time in the history of the state riding on good roads. They have confidence in the state highway department and the state highway commissioner, Frank Page. As nearly free from politics as any state department can be, the highway division is daily demonstrating its efficiency on the 3,000 miles of state maintained highways. The taxpayers are satisfied.

CASE PLOW WORKS ELECTS AT REORGANIZATION MEET

Racine, Wis., Aug. 27.—John I. Beggs of Milwaukee was elected chairman of the board of directors of the Case Plow Works, Inc., at a reorganization meeting of the company here last week. G. C. Weyland was re-elected president, A. J. Stilwell, vice-president, W. M. LaVenture, secretary and treasurer.

The board of directors was elected as follows: Mr. Beggs, S. B. Cramer, Chicago; D. G. Jänes, Racine; F. E. Kenaston, Hopkins, Minn.; Mr. LaVenture, secretary; W. C. Quarles, Milwaukee; W. W. Smith, St. Louis; Mr. Stilwell, Chicago, and Mr. Weyland, Racine. Members of the executive committee are Mr. Beggs, Mr. Weyland and Mr. LaVenture.

The company reported the month of July as the greatest in its history for both sales and production, showing an increase of 35 per cent. over July, 1924.

Adams Axle to Keep All Hands

Findlay, O., Aug. 28.—Announcement was made today from the offices of the Adams axle plant that the one hundred and fourteen men now employed there will be retained throughout the winter. During the past few months the big Adams plant has gradually been withdrawing from this city removing to Syracuse New York and the announcement that the plant will continue operations here is received by business interests with a great deal of pleasure. The Adams Axle Company prior to their removal to Syracuse employed approximately five hundred men in their three big shops here.

HIDDEN PUMPS

Akron, O., Aug. 27.—One of the unique features of the new garage being built for occupancy by the Superior Towing Company is that the pumps for fueling cars are nowhere in sight. Hose lines are hung from the ceiling of the canopy and an electric pressure system sends the gasoline from the tanks underground to the hose. The gas is measured by a meter appliance.

FACING CHARGES

Dubuque, Ia., Aug. 27.—Charles Oeschger and William Griffin, Dubuque county freight and passenger bus operators, are facing charges of operating commercial buses without permission of the Iowa railroad commission. They have been released in bail of \$1,000 each.

LAMP FACTORY ADDS BUILDING

Detroit, Aug. 27.—Additional equipment to the value of \$450,000 is now being installed in the recently completed addition to the Detroit plant of the Edmunds & Jones Corporation, largest manufacturers of lamps for automobiles.

The new building is four stories high and contains 45,000 square feet. It houses automatic washing and painting equipment which is already in operation. Through the new addition, plant capacity has been increased 25 per cent. to an annual production of 5,000,000 lamps.

A very modern feature of the new building is the fact that it is under air pressure on all floors, this eliminating outside air and keeping the plant free from dust.

Every year for the past ten years, the organization has made some addition to its plant, through good times and bad times. The business was established in 1905 by George E. Edmunds and William T. Jones, under the style of the Edmunds & Jones Manufacturing Company. Incorporation was made in 1916, when the present style was adopted.

RADIATOR LIQUID

Wichita, Kan., Aug. 27.—A new solution for automobile radiators has been invented by a Wichita man, V. C. Bartlett, of the Wichita Retinning Works. He calls it liquidice. A bottle of liquidice was packed for 48 hours in ice and when it was removed the fluid had shown no sign of freezing. Mr. Bartlett, a chemical engineer, has been working on it for two years, and gave it a thorough test last winter in scores of cars in this vicinity.

American Bosch Co. Faces Confiscation in Germany

(Special Dispatch to the Automotive Daily News)

Washington, D. C., Aug. 27.—I. H. Taylor, acting chief of the automotive division of the Department of Commerce, today informed the Washington bureau of the Automotive Daily News that word had been received from the government's Berlin office stating that Robert Bosch of Stuttgart is threatening to confiscate electrical equipment manufactured by the American Bosch Magneto Corporation because of pending patent legislation.

American manufacturers using this equipment are advised to ship same without any name plates.

Bosch of Stuttgart is taking a lenient attitude toward past imports, but is determined to fight future importations.

The American Bosch Magneto Corporation is taking the proper steps to protect their interests abroad. Foreign offices of this bureau are co-operating with this American manufacturer.

1841 Battery Distributors Became USL Battery Service Stations During the Past Three Months

Think of it! In three months 1841 battery distributors decided they should handle USL batteries and signed up with USL.

The USL distributing organization now totals more than 10,000 authorized USL service stations and dealers.

U. S. LIGHT & HEAT CORPORATION NIAGARA FALLS, N. Y.

USL Pacific Coast Factory USL Canadian Factory
Oakland, Calif. Niagara Falls, Ontario
USL Australian Factory
Sydney, N. S. W.

storage **USL** batteries

GOODYEAR DOING BETTER THAN IN 1924—WILMER

Nothing Pending Now As to Paying off the Preferred Dividends

New York, N. Y., Aug. 27.—E. G. Wilmer, chairman of the Goodyear Tire & Rubber Company, in a statement of company plans prior to sailing for Europe on the Cunard liner Berengaria, declared there was nothing pending regarding the paying off of the 30 per cent. accumulated preferred dividend and that to his knowledge there were no plans under way for the refunding of the 8 per cent. Goodyear bonds and notes.

"Business of rubber companies in the last half of the year will be less than it was in the first half in my opinion," said Mr. Wilmer. "Those of us who have rubber to cover our requirements for the rest of the year if we get sufficient volume will be all right and I think most of the companies will do a fair volume of business the last half of the year, but I don't think any rubber company will have as good a last half as they did the first half. Goodyear has not speculated in this market and it has sufficient rubber to cover requirements."

"The question of further earnings of rubber companies depends, of course, on the trend of the rubber market. This market for some time has been a speculator's market, but this slowing down in production will cause the market to catch up with itself so far as crude supplies are concerned. Most of the rubber companies should be caught up by next year."

RUBBER SHORTAGE

"There is no question that there is and has been an actual shortage of crude rubber and there will be a gradual transition in the rubber market. It will be a slow and gradual process of the building up of reserve rubber stocks which will act as a market bumper. If there was a rapid depletion or a rapid accumulation of stocks, it would be dangerous for the market, but gradual accumulation should be very helpful."

"Our inventories are well under the market. We are running about 35,000 tires a day at Akron, about 6,000 in California and 6,000 in Canada and our tube production is

Railway Buys 30 White Buses



ONE OF A FLEET of thirty White buses recently purchased by the Cleveland Railway Company and used as feeders and extensions to the company's rail lines. The buses are of the pay-enter type and seat twenty-five passengers.

about 25 per cent. in excess of these figures at each place. Our sales are running well ahead of production. We are having the biggest sales and production in the history of the industry. We are running at capacity in all our plants and in California and Akron we are running three shifts a day. We are enlarging our building at both Akron and California.

CRUDE PURCHASES

"I think dealers and consumers have probably anticipated their requirements and have more tires on hand than they have need for at present. I doubt the stories that any of the larger companies have bought rubber at around \$1 a pound. Most of the larger companies' requirements were bought at a figure much lower than this. It is possible that a few of the companies might have bought small quantities of rubber at around \$1 a pound as a sort of fill-in. The Dodge company is doing nicely. Production is practically at capacity, as it has been all season. Sales are satisfactory and new orders coming in are substantially in excess of those at this time a year ago. Earnings are running well ahead of last year. In my opinion, this will continue throughout the year."

\$2,500,000 IN BUILDINGS

Akron, O., Aug. 27.—More than \$2,500,000 in new buildings have been contracted for in Akron since January 1, according to figures by the local real estate board, representing an increase of 15 per cent.

Business Romances in Our Industry

Inception of the Samuel Love & Co. tire concern dates back to 1897, when the business was established at Sandusky, O., where the company's headquarters are maintained. The concern has been in business in that city for 28 years.

In the year 1910 this concern started to handle automobile tires in a small way. Associated with Mr. Love are his two sons, William and Joseph. From 1910 to 1914 Samuel Love built up a tire business which extended to every nook and corner of Northern Ohio. At that time a feature of the business was a mail order department from which tires were sold to customers in Wyoming, California, Texas, and even as far south as Florida.

William Love, now manager of the Canton store, in early life wanted to be a doctor and even went so far as to make all arrangements to enter the University of Michigan. Being compelled to wait several months before the college term opened, he decided to take advantage of his spare time and opened a retail tire store in Toledo. With his brother, who had just left the Willlys-Overland Company, he launched his tire store venture in 1914.

The Toledo store met with tremendous success; in fact, it was so good that young Love abandoned his professional career and decided to devote his time to the development of the tire business, which then was still in its infancy. There was little or no competition in Toledo at that time and a business

of immense proportions was built up in a few years. The store sold nothing but tires at retail and the turnover at the Toledo store averaged a whole carload every month, which was considered enormous in those days. Merging this store with the Sandusky concern was really the start of the expansion. In 1919, under William Love, another retail store was opened in Canton and several months later Joseph Love opened one at Grand Rapids, Mich.

At Canton phenomenal success crowned the efforts of William Love, and twice the concern has moved to larger quarters, and now the company boasts one of the largest exclusive tire-selling stores in the state of Ohio.

Love recalls the time back in Toledo in 1915 when he started the tire industry by using a full page advertisement in the Toledo papers, in two colors. He ran page after page of tire ads while in business there and has continued this policy since coming to Canton. "Since 1910," says Love, "we have sold nothing but the same make of tires year after year. We handle only tires, nothing on the side. For many years we have rendered no repair service to our customers, keeping entirely away from free service."

Some of the business-promotion methods which have helped the firm grow are extensive newspaper advertising, careful attention to window displays and continual direct mail solicitation.

COOPER PLANT GOES ON 24-HOUR BASIS, SEPT. 1

Findlay, O., Aug. 27.—J. F. Schafer, general manager of the Cooper Corporation here, has announced that the factory would start September 1, working 24 hours a day to supply the demand for Cooper balloon tires.

This company, comparatively an infant in the tire business, has enjoyed remarkable growth during the last three years and has already added two buildings to the plant. Ground will be broken within the next sixty days for a third structure.

Tire Notes

Akron, O., Aug. 27.—Jack Allen, 14, son of Hugh Allen, manager of Goodyear Tire & Rubber Co. publications department, sailed this week with his mother and sister for Europe.

Toledo, O., Aug. 27.—John F. Dush, manager of the local branch, B. F. Goodrich Rubber Company, is rapidly recovering from recent illness.

Columbia, S. C., Aug. 27.—L. L. Heidacher of Charlotte, N. C., district manager of the Firestone Tire & Rubber Co., was a recent visitor here.

Akron, O., Aug. 27.—August Draine, 74, an old time employee of the B. F. Goodrich Rubber Company, died suddenly last week in his home.

Ashley, O., Aug. 27.—P. M. Sarver, president of the Tru-Blue Rubber Company, announces its removal from Columbus to this city.

Millersburg, O., Aug. 27.—E. B. McKayoff of Chicago is president; O. S. Tweedy, sales manager, and W. J. Rennick secretary and assistant treasurer of the newly-organized McKone Tire & Rubber Co. R. C. Gunther is factory manager, P. H. Slanier factory chemist, and J. A. McGroff plant superintendent.

Columbus, O., Aug. 27.—The Main Street Tire Market, David and Benjamin Katz, proprietors, is in the hands of Harry Schwartz as receiver.

PLAN TIRE MEETING

New York, N. Y., Aug. 27.—Changes in plans for the meeting place for the annual convention of the National Tire Dealers' Association, to be held in St. Louis, Mo., November 17-19, are announced by George J. Burger, president of the association. The Hotel Chase has been selected as official headquarters and the place of meeting.

1,000 TIRES A DAY IS AIM

Sandusky, O., Aug. 27.—Approximately 700 tires are being turned out daily at the Erie Rubber Corporation here, compared with the output four years ago of 400. Present plans call for increasing production to 1,000 tires a day.

BRITISH MALAYA RUBBER PRICE STILL MENDING

Penang Import Trade Has Healthy Turnover

Washington, D. C., Aug. 27.—Continued improvement in the price of British Malaya rubber has been the means of creating a decided note of prosperity throughout the territory, according to a report to the Department of Commerce by Vice-Consul R. Ford, Penang, Straits Settlements.

In general, the import trade of Penang is maintaining a decidedly favorable trend for the American manufacturer.

Local dealers report that the fairly high purchasing power, resulting from the general prosperity of the district, is causing a healthy turnover of business and an increased importation of foreign manufactured goods.

A material increase in the number of salesmen entering this field has been noted during the last few months.

FINDS TIRE PROSPECTS BY WATCHING PARKED CARS

A tire dealer in Iron Range, Minn., recently made a tour of inspection of every car parked on the streets and tested all the tires, making a memorandum of the amount of air pressure in each tire and the approximate mileage that the tires would still go. A card was left in each car telling what one or two or four tires of that particular size would cost.

If a tire was estimated to be good for about 2,000 miles, in about a week or two the motorist was informed of the fact by mail and that his left hind tire would only last one more thousand miles and that a new one to replace it would cost only so much.

This idea has met with very good success. If a motorist is told that his tire is good for only one more thousand miles he begins to worry and in a day or so he is in the tire shop inquiring as to the cost of replacing it.

FISK EARNINGS

New York, Aug. 27.—The Fisk Rubber Company announces July net sales as \$9,850,000 and net profits, after deduction of Federal taxes, depreciation and interest, as \$1,728,000. Net sales for the quarter ended July 31 were \$24,579,000 as compared with \$23,776,000 for the six months ended April 30. A net gain of \$1,908,000 is shown by comparing the net profits for the period just ended, of \$3,945,000, with that of \$2,037,000 for the six months ended April 20.

Law Requires Accurate Speedometers On Buses

Hartford, Conn., Aug. 27.—The Connecticut public utilities commission requires that all buses be equipped with accurate speedometers. The commission advises that if the operators of the Hartford and Springfield buses continue to operate without speedometers they will be liable to fine. The commission has set the running time between the two cities at one hour and twenty minutes so there might be no necessity for speeding. An average speed of 23 1/2 miles an hour will meet the requirements and enable a bus to make the distance on time.

It was conceded at the offices of the commission that the buses might at times travel 30 miles an hour on the open stretches, but it was said there was no necessity for the buses going faster than that.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo.

New York.

RAILROAD LOSES FIGHT ON BUSES

Great Northern Asks to Cancel Light Trains In Minnesota

Minneapolis, Minn., Aug. 27.—Failing after a fight costing \$25,000 to put passenger motor buses out of business in two lucrative territories near Minneapolis, the railroad, through A. L. Janes, assistant general counsel, has filed with the state railroad and warehouse commission applications for authority to cancel eight additional local trains put on in May from Minneapolis to St. Cloud and from Minneapolis to Willmar.

Coincidentally the Great Northern has announced plans for an elaborate network of bus lines throughout the state and applied for licenses to operate.

Anticipating the desired permission, the Northland Transportation Company, a Great Northern subsidiary, has secured options on several bus lines in the northern half of the state.

"Before installing this additional train service, the railroad interviewed the citizens of the towns between Minneapolis and Willmar and between Minneapolis and St. Cloud, and endeavored to ascertain what, if any, additional train service these communities desired," the petitions state.

"As a result of the conversations with the citizens of the communities, the train service was installed. At the time the train service was installed there were and now are operating between Minneapolis and Willmar, a number of buses daily. The purpose of installing the train service was to endeavor to transfer to the railroad the passenger business done by these bus companies.

"The traveling public has not patronized these trains even though the passenger fares were reduced and have continued to patronize the buses as heretofore."

NEW G.M.C. TRUCKS FOR HEAVY USE

Detroit, Aug. 27.—Heavy duty service has been in mind in connection with the design and specifications of the line of GMC trucks recently presented, the introduction of which is the first important announcement by the Yellow Truck and Coach Manufacturing Company.

The line consists of 2 1/2-ton, 3 1/2-ton and 5-ton models; they are built to haul a giant fir tree over a corduroy road or to deliver the lumber.

The cab is of indestructible steel, reinforced at all points subjected to unusual strains. It is mounted on three-point suspension, with shock-absorbing disks. The roof is carried forward to form a sun visor and the Fisher "VV" windshield is used—an innovation in truck design.

The windshield can be raised from the bottom or lowered from the top. Door openings are at both sides of the cab; folding steel doors that slide into metal pockets below the floor level, when not in use, extend to the seat level; they are quickly raised or lowered.

Above the seat level the door opening widens, and this section is closed when desired with sliding curtains working in a metal track. These are fitted with large windows of Pyralin glass.

YELLOW TRUCK DRIVE

Denver, Col., Aug. 27.—The Denver branch of the General Motors Truck Company is preparing a special campaign on Yellow Cab trucks, beginning September 1. A big feature will be a special display of the various truck and bus models at the salesrooms, according to J. M. O'Sullivan, local manager.

Narrower Bus the Vogue To Meet Varying Laws

Restriction of Width in Parts of U. S. Prevents Standard Body

New York, N. Y., Aug. 27.—Bus manufacturers, spurred by varying state laws, are beginning the construction of narrower cars, several being already on the market.

The stumbling block to a nationally standard bus body is a restriction in certain of the states to an outside width of not more than 84 inches. Four of the 12 Southern states do not have any size restricting laws; Virginia and West Virginia allow a width of 96 inches; the District of Columbia, South Carolina and Maryland put the limit at 90 inches; North

Carolina's law limits width to 86 inches and those of Florida and Louisiana limit width to 84 inches. The outside cap of the underslung gas tank must be not more than 42 inches from center of chassis.

The Mack company has just introduced a bus that is narrower by six inches than the standard Mack parlor car, although similar in other respects, to meet this varying legislation.

WHITE CO. EXPANDS TO MEET HEAVY DEMAND

Cleveland, O., Aug. 27.—Swamped with bus and truck orders, the White Company has been compelled to shut down until Labor Day to permit the installation of a mass production line. The company expects to catch up with all orders upon a reopening September 8.

Idaho Tax Law Again Attacked

Boise, Ida., Aug. 27.—Two new suits have been started against the Idaho motor bus license law, already before the Supreme Court for a test as to its constitutionality.

The new suits are in the Federal Court for the Northern District of Idaho, being brought by the operators of lines between Spokane, Wash., and Coeur d'Alene and Lewiston, Idaho. They hold that the 5 per cent. tax on gross receipts is confiscatory and further claim that, being interstate carriers, they are not subject to the Idaho laws.

The law was passed at the recent session of the Idaho State Legislature and, in addition to the 5 per cent. tax, requires the posting of heavy bonds to cover damage suit awards and the submission of monthly reports covering receipts and operations.

Pending decision as to the constitutionality of the law, the measure is being enforced on the strength of a favorable district court decision, \$1,200 being collected in fees during July.

TRANSPORTATION EXPERT LOOKS TO MOTOR COACH

Washington, D. C., Aug. 27.—Howard M. Wilson, transportation expert and manager of civic affairs of the Cincinnati Chamber of Commerce, recently visited Washington on a tour of large cities to study local transportation, particularly with reference to motor coach operation.

"One of the most interesting subjects confronting municipalities is how to incorporate bus lines and street cars into unified systems," he said. "The motor coach is a comparatively new development. It made its entry only a few years ago. To a considerable extent it has destroyed street car monopoly in cities where there is only one traction system on rails. It is in its infancy and will come into wider and wider use."

ROADS BUY STUDEBAKERS

Chicago, Aug. 27.—The Studebaker Sales Corporation has sold three 15-passenger buses each to the Atchison, Topeka & Santa Fe and the Chicago, South Bend and Gary railroads.



WHAT THE JUNIOR EIGHT built by Locomobile Co., of America, Inc. MEANS TO DEALERS

THE Junior Eight offers the better class of automobile dealers and distributors the greatest merchandising opportunity in a decade. No other eight cylinder car, regardless of price, has ever offered more important improvements than those found in the JR-8.

In producing the JR-8, Locomobile is merely taking the leadership in another field—this time in the eight cylinder class—with a product so well built and so remarkably low priced that it stands alone with a brand new market waiting for it.

Production on the new Junior Eight has now reached a point where it is possible to increase dealer representation. Applications from those who have the facilities to develop and handle the big volume of business which can be developed with the Junior Eight will be given prompt and careful consideration. Write or wire.

LOCOMOBILE COMPANY OF AMERICA, INC.
Bridgeport, Conn.

Prices f. o. b. Bridgeport, Conn.

TOURING \$1785 ROADSTER \$2150 SEDAN \$2285 BROUGHAM \$2285



USED CAR QUOTATIONS

Compiled in all sections of the country by Automotive Daily News correspondents from Dealers' Buying Prices. Figures given are averages from the territory indicated.

TODAY: SOUTH

Make and Models.	Prices, 1925.	Prices, 1924.	Prices, 1923.	Prices, 1922.
APPERSON—6-cyl.				
Tour 5...	775	350		
Road 2...				
Coupe 3...				
Sedan 5...		575		
Brom 5...				

APPERSON—Straight 8-cyl.				
Sport 5...	1000			
Coupe 3...				
Brom 5...				
Sedan 5...				

APPERSON—V-8 cyl.				
Tour 5...			200	100
Road 2...				
Sedan 5...				
Sedan 7...				

AUBURN—6-cyl. Models 39-51-43.				
Tour 5...		300	200	
Spt Tour 5...		350		
Coupe 4...				
Coach 5...				
Sedan 5...	700	425		
Brom 5...				

AUBURN—6-cyl. Model 66.				
Tour 5...				
Sport 4...				
Brom 5...		575		
Sedan 5...				

BUICK—4-cyl.				
Tour 5...		400	225	150
Road 2...		200	115	75
Coupe 3...		600	400	200
Sedan 5...		600	400	200

BUICK—6-cyl. Standard Six.				
Tour 5...		700	350	250
Road 2...		500	275	200
Coupe 4...		850	500	300
Coach 5...		850	500	300
Sedan 5...		850	500	300

BUICK—6-cyl. Master Six.				
Tour 5...		700	350	250
Spt Tour 5...		700	350	250
Tour 7...		650	325	225
Road 2...		500	275	200
Cpe 4, M48...		850	500	300
Coach 5...		850	500	300
Brom 5...		850	500	300
Sedan 5...		850	500	300

CADILLAC—				
Tour 5...	1525	1000	600	400
Tour 7...		1000	600	400
Coupe 5...		900	650	425
Coach 5...		1500	700	450
Sedan 5...		1500	700	450
Sedan 7...	1775	1500	700	450

CHANDLER—				
Tour 5...		700	400	250
Road 2...		500	275	175
Coupe 4...		850	500	300
Sedan 5...		850	500	300

CHEVROLET—Model 490.				
Tour 5...		250	150	50
Road 2...		150	100	25
Coupe 4...		350	200	100
Sedan 5...		350	200	100

CHEVROLET—F. B.				
Tour 5...				100
Road 2...				50
Coupe 4...				150
Sedan 5...				150

CHEVROLET—Superior.				
Tour 5...		250		
Coupe 4...		150		
Coach 5...		350		
S'd'nette 5...		350		
Sedan 5...		375		

CHEVROLET—Model K.				
Tour 5...				25
Road 2...				50
Coupe 2...				75
Coach 5...				
Sedan 5...				

CHRYSLER—				
Tour 5...	750	600		
Phaeton 5...		600		
Road 4...	850	650		
Sedan 5...	850	700		
Brom 5...	950	700		
Roy Cpe 4...				

CLEVELAND—Models 40-41-42-43.				
Tour 5...		500	200	100
Road 2...		300	150	75
Coupe 4...		650	175	100
4-D Sed 5...		700	200	125
Coach 5...		700	200	125
Brom 5...		700	200	125

COLE—				
Tour 7...		500	200	100
Coupe 4...		450	250	150
Brom 5...		850	500	300
Sedan 7...		850	500	300

COLUMBIA—Light Six.				
Tour 5...				
Road 2...				
Coupe 4...				
Sedan 5...				

COLUMBIA—Big 6.				
Tour 5...				
Road 2...				
Coupe 4...				
Sedan 5...				

DODGE—				
Tour 5...		450	250	200
Road 2...		450	250	200
Coupe 3...		500	350	250
Sedan 5...		500	350	250
Spec Tr 5...		500	350	250
Coupe 4...		500	350	250
A-Sedan 5...		500	400	225
Coach 5...		500	350	250

DORT—4-cyl.				
Tour 5...				
Road 2...				
Coupe 3...				
Sedan 5...				

DORT—6-cyl.				
Tour 5...				
Coupe 5...				
Brom 5...				
Sedan 5...				

DURANT—4-cyl.				
Tour 5...		500	300	
Spt Tour 5...		500	300	
Spt Rd 2...		400	200	
Coupe 4...		475	275	
Sedan 5...		500	350	
Coach 5...		500	350	

ESSEX—4-cyl.				
Tour 5...			200	100
Coach 5...		400	350	
Sedan 5...		400	350	250

ESSEX—6-cyl.				
Tour 5...				
Coach 5...	450	325		

FLINT—Model 40.				
Tour 5...	600	450		
Brom 5...	700			
Sedan 5...				

FLINT—Model 55.				
Tour 5...				
Road 2...				
Spt Tour...				
Coupe 4...				
Brom 5...	1000	750		
Sedan 5...				

FORD—				
Tour 5...	200	150	100	50
Road 2...	150	100	75	40
Coupe...	300	200	125	75
Tudor 5...	450	350		
Fordor 5...	450	350	250	
Sed 2-D5...				75
Sed 4-D5...				

FRANKLIN—Models 9-10.				
Tr 5, M 10...		700	300	100
Coupe 4...		900	350	125
Brom 4...		900	350	150
4-D Sed 5...		900	350	150

GARDNER—4-cyl.				
Tour 5...				
Road 2...				
Coupe 4...				
Brom 5...				
Sedan 5...				

GRAY—Model N.				
Tour 5...		200	100	
Road 2...		150	75	
Coupe 3...		275	225	
Coach 5...		350	250	
Sedan 5...		350	275	

HUDSON—				
Tour 7...		400	200	75
Tour 4...		500	250	200
Coupe 4...				
Sedan 5...				
Coach 5...		700	400	
Sedan 7...				

HUPMOBILE—4-cyl.				
Tour...		400	300	150
Coupe 4...		600	400	75
Sedan 5...		750	500	100
Club Sdn 5...		750	500	100

JEWETT—				
Tour 5...		400	300	
Coupe 4...		500	400	
Sp Cpe 4...		500	400	
Sedan 5...		500	425	
Brom 5...		500	425	

JORDAN—6-cyl.				
Sil Tour 5...				75
BlueBoy 4...				
PlayBoy 2...				
Sedan 5...				
Brom 4-D5...	1450			

LINCOLN—				
Tour 7...		1200	700	400
Phaeton...		1200	700	400
Coupe 4-5...				
Sedan 5...				
Sedan 7...				
Town...				
Berlin...				
Limo...				

LOCOMOBILE—				
Tour 5...				
Sportlet 4...				
Cabrio 5-7...				
Sedan 5...				
Sedan 7...				
Limo 7...				
Brom 7-4...				

MARMON—				
Tour 5...	1500			
Road 4...				
Coupe 4...				
Sedan 5...	1850			

MAXWELL—				
Tour 5...		400	300	100
ClubCpe 2...				
Coupe 4...				
Sedan 5...				
ClubSed 5...				

MERCER—6-cyl.				
Sport 4...				
Coupe 4...				
Sedan 7...				
Raceab't 2...				

NASH—4-cyl.				
Tour 5...				75
Coupe 4...				
Sedan 5...				100

NASH—Special 6.				
Tour 5...		500	300	100
Road 2...				
4-D Sed 5...	800	600	350	150

NASH—6-cyl., Incl. Advanced 6.				
Tour 5...				
Sedan 5...				
4-D Coup 5...				

OAKLAND—Model 44-54.				
Tour 5...	375	150	25	
Sport 4...	375	150		
Coupe 4...	400	200	50	
Sedan 5...	425	200	50	
Coach 5...	400			

How Can Dealer Best Introduce New Models?

N. Y. Distributor Played On Public's Curiosity

To fasten the public's attention upon the new model and to so display it that those who come to see will stay to buy takes a combination of good merchandising with what the theatrical man calls good showmanship. Nowhere is more attention paid to the new model than in New York city, and the recent introduction of the new Chrysler Four by the Colt-Stewart Company, Chrysler distributor, was an excellent example of how it is done.

The windows of the show room were darkened with water color paint for a week preceding the introduction and attention completely transferred to the large canvas banner signs which bore the message that this was "Chrysler Achievement Week," and that heralded the coming of a new Chrysler product.

A space advertising tie-up was used, telling in the newspapers that this was Chrysler Achievement Week, and arousing anticipation by a series of teaser ads that let it be known something of interest in the way of a new model was coming.

Direct mail advertising, too, was employed, inviting prospects to the show rooms to view the new model on the day of introduction. The Colt-Stewart Company's show rooms in New York city are three in number, and the invitations addressed to prospects bore the imprint of the address of the nearest show room to the residence or office of the prospect. These also went to all registered owners in greater New York.

Officials of the company realized that when their generous advertising and attention-getting displays had drawn prospects to the show room, every salesman on the floor should be ready to meet the inquiring prospect with a complete knowledge of the construction, mechanics and material of the new car. Hence for a week before the showing, sales meetings were held each night.

First, a series of sales talks by men familiar with the Four. Next an oral test on the topics in the sales talks. Another night the salesmen took turns at selling the new car to specially-coached prospects. Then each salesman was required to lecture to the others on the sales angles of the Four, which had come to his mind during the meetings. The result was an unusually well-versed sales staff turned loose on the prospects who called.

The morning of the introduction dawned gray and gloomy, with rain falling fast, but the bright-colored signs and the new electric sign, reaching to the roof of the building and advertising not only the Chrysler Six, but now, in bright red letters, the Four, turned the eyes of all who approached toward the new Four, several models of

Effective presentation of new models is a question that is uppermost in the minds of car dealers at this time of year. What methods do other dealers employ to awaken the maximum public interest in new offerings? This story tells how the New York Chrysler distributor introduced the Chrysler Four. Other articles, presented in forthcoming issues, will tell how prominent dealers in other cities introduced their 1926 lines. You'll find this series profitable reading.

which were displayed inside. The new models were not roped off, nor set upon pedestals, but were right down where the public could have its fill of inspection.

The same tactics were followed in all of the Colt-Stewart Company's show rooms, but, for the purposes of judging results, it may be stated that in spite of the rain, over 6,000 people called to see the new models at the main show room at Broadway and 55th Street on the opening day, and from Thursday to Saturday of that week 15,000 people inspected the cars.

Not only was the showing of the Four a big success, resulting in many orders, but the method of "Chrysler Achievement Week," preceding the showing, had greatly increased interest in the Six, so that many orders for the Six also were obtained. Demonstration cars for both the Four and the Six were always at hand and salesmen urged callers to ride and see for themselves.

Put More Buying Reasons in Copy, Says Packard Man

H. F. Olmsted, of the Advertising Department of the Packard Motor Car Co., of Detroit, Mich., has given the question of automobile copy considerable thought not only from the manufacturer's viewpoint but also from the point of view of the retailer. Without brushing aside the fine writing that is so vital a part of many pieces of copy, Mr. Olmsted feels that automobile advertising copy can be greatly improved if one little thing is done.

"There has been a lot of very beautiful English written about the automobile and used as advertising copy but I fail to find in the mass of advertising copy that I have been able to study very many real reasons why people should buy automobiles," says Mr. Olmsted in discussing this question of advertising from the dealer's viewpoint. "After all is said and done beautiful English and polished phrases will not sell a car although they may attract the lover of good English. There must be something more than fine writing. There must be reasons given, vital reasons, why a person should buy a car and reasons why a person should buy a certain, particular car."

"A good merchandise man in selling anything will try to offer reasons why a person should buy that particular merchandise. The same thing can and should be done for the automobile and instead of telling about the purring of the engine on the soft lakeside atmosphere, tell some vital fact about the engine or the car or the durability of it. If automobile dealers will do this they will find that they will have far better copy and far more productive copy."

"I believe that the most effective national advertising is reason-why copy. It gets the people because it tells them what they

KEEPS IN TOUCH WITH NEW OWNERS

When George S. Badders, president of the Badders Motors Company, Ford dealer, Topeka, Kan., makes a new customer, he also makes sure that he has that customer on his books 10 months whether that customer buys his Ford on time or for cash.

He does this by a system of letters, each one couched in personal terms and each following one another progressively. The first letter is received by Mr. or Mrs. Ford Owner the next day after the sale is made. The letters are daily for the first three days and remind the Ford owner of the several things he should do to keep the Ford in good condition.

Letters follow one another arriving on the 10th day, the second week, the third week, the first month, second month, third month, sixth month and tenth month. All call attention to the service of the Badders Motors Company. All end with a suggestion of some little accessory obtainable at the Badders agency that will make driving more pleasant.

"This system was started two years ago. Since then we have found that our accessory and garage business has been almost a monopoly as far as the cars we sell are concerned," said Badders.

"Patrons like to know that we are taking interest in them and many come back with their letters in hand asking for the accessories we have offered. Our tenth-month letter advises Ford owners to buy new tires or have an inspection made. It also asks for a written expression of appreciation and hints on new customers. About half our prospect list is made up out of our replies to this one letter."

Who Sold the First Car in Your Town?



MOZACH COMPANY, Studebaker dealer, sold the first "big" car Eugene, Ore., in 1909. It is pictured here with its purchaser and the check which he gave in full payment.

The first so-called big car sold in Eugene, Ore., was purchased from the Mozach Company by Dr. S. D. Read, a dentist, in 1909. It was an E. M. F. "30" and the total consideration was \$1,450.

The Mozach Company, the first Studebaker dealer in Eugene, was owned by Fred C. Moullen and Roy Zacharias, both football stars in their college days in the University of Oregon, which is located near Eugene.

There was but one strip of macadam in Lane county at the time of the sale, and on this improved road Dr. Read declared that he used to "speed," getting the E. M.

F. up to a roaring 20. "And, I believe me, I thought I was traveling," he added.

"Every Morning Fix 'Em' was the popular name for the E. M. F. in those stirring times," said Dr. Read, "but just the same I want to tell you that little old bus had a wonderful motor and would climb anywhere that the hind wheels could find traction."

Following its sale by Dr. Read the old car disappeared from sight for a number of years. Several years ago the engine was bought in by a Mr. Drain and sold for \$75. The man purchasing the engine still uses it.

"I Remember When—"

The first Klaxon horn awoke the echoes in the peaceful streets of Springfield, Mass. The consternation caused by its strident notes was intensified when a motorist using it let out a blast almost on top of a woman crossing the street. She was scared so badly she had to be removed to the hospital. Sympathetic friends took the matter up with the authorities and an ordinance was passed prohibiting the use of such horns. For all I know, this statute is still on the books, although unheeded.—A. G. Willimantic, Conn.

FINDS IT BEST TO SHOW USED CARS SEPARATELY

Used cars are most advantageously shown by themselves away from the new models, in the opinion of Ernest Burwell, Ford dealer, Spartanburg, S. C. He had been losing money on the used cars he handled and made a diagnosis of the situation. One of his first moves was to form a separate used car department in another building. He explains the matter in this way:—

"The used car in the new car establishment stands out in sharp comparison with the new cars, and you don't realize how poorly a used car looks until you park it right up beside a new model. Water seeks its own level, and so do used cars."

TIRE MERCHANTS STAGE SPECIAL DOLLAR SALES

Fort Wayne tire and accessory dealers, who previously had regarded the semi-annual "dollar days" as an opportunity to be enjoyed only by department stores, shoe and clothing merchants, and others, decided to join in the observance. After giving the plan a trial they report that they have met with unexpectedly pleasing success.

Inner tubes, tire cases, tire covers, tire locks and chains and a "dollar off" on the regular sale prices of more expensive articles were offered in many instances.

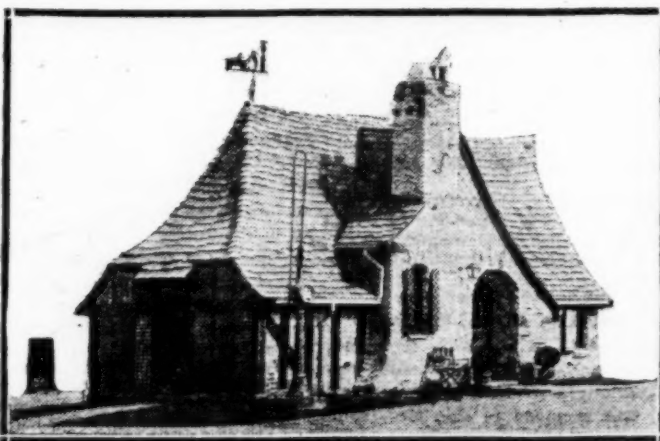
DISTRIBUTE MAPS

The recently opened Kennedy Garage, Albany, N. Y., is distributing maps of the city with the 22 major routes to various nearby cities plainly marked. For the benefit of transients, theaters and public buildings are charged off the maps and they have proved great helps to motorists as well as valuable advertisements of the garage.

Free Gas to Red Heads Draws Crowds

The Gibson Oil Company, Little Rock, Ark., which owns and operates a number of filling stations, ordered all attendants to give the driver of every car which contained a red-headed woman five gallons of gasoline free of charge, on one special day. It is said that a surprising number of red-heads put in an appearance and the filling station attendants had a hectic day as well as a lot of fun.

A Filling Station That Is Different



A PLEASANT departure from conventional filling station architecture is seen in Ye Loft, recently completed in Manitowoc, Wis. It is owned by the Spindler Company, and is built in English cottage style. Bright colors and attractive grounds set the structure off. It is equipped with seven pumps, air outlets and drain pits. On the opening day over 5,000 gallons of gas and 250 quarts of oil were sold, without any premiums being offered.

Personal Paragraphs

Salem, Ore., Aug. 27.—Otto J. Wilson, Buick dealer, announces the appointment of James Houlihan, Inc., Los Angeles, Cal., as advertising representatives.

Little Rock, Ark., Aug. 27.—Frank Reed, formerly sales manager for the McGill-Bowman Overland Company, has joined the sales force of the Little Rock Motor Car Company, Hudson-Essex dealers.

Chicago, Aug. 27.—Dayton Keith, formerly manager of the Ford and Willis Sainte Claire sales organizations respectively, is now in charge of several Chevrolet branches in the Middle West.

Newark, N. J., Aug. 27.—Joseph H. Gunn, formerly secretary of the New Jersey Automobile and Motor Club, is now connected with the sales force of the Bunnell Motor Car Company, Dodge dealers.

Utica, N. Y., Aug. 27.—George Robitaille of Thendars, N. Y., is the new northern representative announced by the Fort Schuyler Motors Corporation.

Pine Bluff, Ark., Aug. 27.—C. A. McCall has joined the sales force of the Davis Motor Company of Little Rock.

Worcester, Mass., Aug. 27.—D. H. McCall has been appointed manager of the used car department of the Worcester Flint Company.

Cincinnati, O., Aug. 27.—Edward Dittie, former Studebaker salesman, and Mrs. Dittie are making an extended motor tour of Northern Michigan.

Trenton, N. J., Aug. 27.—William Weinmann, Reo dealer, is visiting Miami, Fla., for a survey of the real estate market.

Newburgh, N. Y., Aug. 27.—Former Gov. B. B. Odell, Jr., president of the Newburgh Falls Public Service Corporation, city bus operators, is making a three months' tour of Europe.

Rochester, N. Y., Aug. 27.—G. D. Greenfield, advertising manager of Alling & Miles, Hudson-Essex dealers, has returned from a week's stay at Star Lake, in the Adirondacks.

Detroit, Aug. 27.—A. Brown Batterson, advertising director of the Buick Motor Company, and Mrs. Batterson announce the wedding of their daughter, Helen, and Hugh Parker, at home, on September 12.

Glendale, Cal., Aug. 27.—Stephen C. Packer, president of the Packer Motor Car Company, and ninety employees celebrated the firm's third annual picnic at Nibley Park last week.

Chicago, Aug. 27.—D. U. Smith of the Smith-Sauer Motor Company and Mrs. Smith have just returned from a month's vacation in the Northwest.

Detroit, Aug. 27.—B. G. Koether, executive secretary of the General Sales Committee, and Mrs. Koether have returned from a two weeks' vacation at Spring Lake, N. J.

Rochester, N. Y., Aug. 27.—Bert Davis of Wilgus-Davis, Inc., Hupmobile dealers, Mrs. Davis and their son, Earl, are making a motor trip to Miami, Fla., where they will spend the winter.

Hartford, Conn., Aug. 27.—H. W. Smith, treasurer of the Harrington-Hudson Company, Hudson and Essex dealers, is recovering from a recent illness.

Chicago, Ill., Aug. 27.—O. G. Heffinger, president of the Chicago Motor Car Company, Jordan dealers, and Mrs. Heffinger, have returned from a month's vacation in Northern Minnesota.

Salem, Ore., Aug. 27.—G. L. Newton, head of the Newton Chevrolet Company, is back following a week's vacation in Washington state.

Newark, N. J., Aug. 27.—Clarence E. Fisher, manager of the Upper-Cadillac Motor Car Company, and president of the Newark Automobile Trade Association, is spending August aboard his houseboat on Long Island Sound.

Hazleton, Pa., Aug. 27.—Jules Benjamin, accessory shop proprietor, and "Cannon Ball" Baker are planning a speed run between Wilkes-Barre and Hazleton, a distance of 26 miles.

Detroit, Aug. 27.—A. Brown Batterson, advertising director, Buick Motor Company, and family are spending a two weeks' vacation on Fife Lake, 35 miles north of Cadillac.

Glendale, Cal., Aug. 27.—Jesse E. Smith of the Glendale Ford Company and Mrs. Smith are vacationing in Detroit.

Cedar Rapids, Ia., Aug. 27.—W. H. Borschel, president of the Borchel Motor Company, is recovering from injuries sustained in a fall.

New Incorporations

Columbus, O., Aug. 27.—The Barberton Auto Supply Company, Barberton, O., with capital of \$10,000, by E. E. Schuster and others.

Springfield, Ill., Aug. 27.—The Illinois Road-Marking Company, 1424 Lunt Ave., Chicago, patent road markers, with capital of \$2,000, by Ira D. Perry, George N. Welsh, Leo M. Tarpey and others.

Jackson, Miss., Aug. 27.—The Gulf Coast Motor Company, Pascagoula, Miss., with capital of \$15,000.

Columbus, O., Aug. 27.—The Rapid Transit Bus Company, Cleveland, O., with capital of \$10,000, by John H. Price and others.

Springfield, Ill., Aug. 26.—Western Avenue Sales Corporation, 2343 West 11th St., Chicago, Ill., with capital of \$10,000, by Herbert A. Zink, Cole A. Finch and Dr. Milton Cruse.

Springfield, Ill., Aug. 26.—Drive Yourself System, 15 South Boulevard, Oak Park, Ill., auto livery service, with capital of \$25,000, by James Catlin, A. A. Danielson and C. A. Robinson.

Columbus, O., Aug. 26.—The Columbus Auto Refinishing Company, Columbus, O., with capital of \$500, by G. F. Keating and others.

Retirements

Columbus, O., Aug. 27.—J. C. Baldwin, Martin's Ferry, O., operating as the State Motor Sales Company, has filed voluntary petition, listing assets of \$2,509 and liabilities of \$6,519.

Chicago, Ill., Aug. 27.—Simplex Corporation, 2210 Michigan Ave., has had involuntary petition filed against it by Frank F. Towle, Chicago, who lists liabilities at \$92,000, and assets unknown.

Topeka, Kan., Aug. 27.—The Topeka Oakland Company has been placed into receivership on petition filed by William K. Herndon.

Chicago, Aug. 27.—Illinois Tire & Rubber Company, manufacturers, 2649 Clybourn Ave., this week filed a petition in bankruptcy, listing assets at \$62,163.27 and liabilities at \$63,335.32.

Columbus, O., Aug. 27.—The Eagle Carburetor Company, through its president, Fred E. Rennebaum, last week filed a voluntary petition in bankruptcy, listing assets of \$94,056.37, and liabilities of \$151,357.37.

Columbus, O., Aug. 27.—Mount Vernon Rubber Company was this week cited in an involuntary bankruptcy petition filed by creditors, who claim property transferred to the Union Tire & Rubber Company.

"I Remember When—"

"I remember," says Maurice K. Raymond, president of the Passaic Auto Company, Stutz and Cleveland distributor, Passaic, N. J., "about 23 years ago I wanted to get in the automobile manufacturing game and being familiar with engines connected myself with the Mobile Company of America, whose works were at Tarrytown, N. Y., where the Chevrolet plant is now located. I landed a job as an assembler and a trouble finder and held it down like a good soldier. I am mighty proud to say I helped assemble the first bus that ever ran down 5th Avenue, New York. It was a job that the Mobile company had built as an experiment, and for advertising purposes. It was certainly a 'humdinger' at that time."

CLASSIFIED ADVERTISING

YOUR classified advertisement in the Automotive Daily News is read daily by practically every executive and buyer connected with passenger car, truck, tire, tractor, bus, taxicab, accessory and parts manufacturing concerns. Your ad. will also be read by men in allied industries, throughout the world, and by distributors, jobbers and dealers all over the country.

The Automotive Daily News GETS THERE FIRST.

For Quick Results Use These Classified Columns.

Classified Rates:

One time, 30c per insertion

Five consecutive times, 28c

Ten on more consecutive times, 25c

per insertion
per line

Check or Money Order must accompany classified advertisements.

Count five words to a line. Minimum classified advertisement accepted, two lines.

No charge for Box Number Service, if desired.

CLASSIFIED ADVERTISING DEPARTMENT
AUTOMOTIVE DAILY NEWS

1926 BROADWAY

NEW YORK CITY

BUSINESS OPPORTUNITIES

EUROPEAN BUSINESS

I AM AN EXPORTER, sailing for Europe in September. Have a thorough knowledge of European markets. I seek one good accessory line. Am in a position to make your foreign patents profitable. References are A1. Address Exporter, Automotive Daily News, 1926 Broadway, N. Y.

FOR SALE—Completely equipped vulcanizing, repairing and tire shop; good location. Other interests; will sacrifice. Address Box No. 21, Automotive Daily News.

BUSINESS PERSONALS

IF YOU WANT a partner, additional capital, to buy or sell used equipment, advertise your wants here with the assurance that your advertisement will be seen in the shortest possible time by the men you want to reach.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

ALL KINDS OF ACCESSORIES—Just the assortment the dealer will find profitable to handle. We always have room for good dealers. Address Box No. 20, Automotive Daily News.

ANTI-FREEZING SOLUTION—Every car owner is a prospect, and there is large profit in our attractive proposition. Dealers and distributors write or wire. Address Box No. 18, Automotive Daily News.

WRITE for new catalog of padlocks for the automobile trade. It illustrates and describes our complete line of padlocks specially suited for tire carriers, tool boxes, garage doors, etc. Also explains display assortments that have done so much to increase sales for accessory and parts dealers. Address Box No. 15, Automotive Daily News.

GARAGES

TO FIND the right garage in the right location—or to sell or lease part of your own—advertise your wants here. There is no other publication of any kind which reaches as many trade members directly interested in garages in as short a space of time and as economically as does the Automotive Daily News.

HELP WANTED

SALESMEN WANTED to sell a nationally famous horn. These are the best horns for the money on the market. In use on many standard make cars. Address Box No. 16, Automotive Daily News.

THE NEW balloon tire valve with lock nut; no stock complete without this valve inside; dealers' and jobbers' samples on request; a good side line. Address Box No. 24, Automotive Daily News.

SALESMAN WANTED—We can show salesmen or factory representatives calling on battery service stations and garages how to make big money selling simplified battery charges; liberal commissions; product widely used and advertised. Address Box No. 23, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

MISCELLANEOUS FOR SALE

ELECTRICAL equipment for immediate delivery, mill line motors, 220-volt, 440-volt, 2200-volt. Calender motors, D. C. variable speed; motor generator sets; tube machine motors; most complete stock anywhere; use our experience. Address Box No. 25, Automotive Daily News.

PARTS

WE HAVE the largest stock of new and used car parts in the world. All inquiries answered promptly. Dealers and jobbers write for proposition. Address Box No. 17, Automotive Daily News.

EVERY FORD OWNER is a prospect for our proven line quality products for Ford automobiles, trucks and tractors. Transmission lining, brake lining, timers, shock absorbers, etc. Sold by all reliable jobbers. Write for catalog. Address Box No. 14, Automotive Daily News.

THE SEASON'S biggest seller—a safety light that is indispensable to all classes of car owners. Legal in every state. Should be the star of your accessory department. Write us now and come in on the peak of the sales season. Address Box No. 12, Automotive Daily News.

WE HAVE a splendid proposition for dealers and salesmen selling to garages, tire and accessory shops. Our complete line of repair accessories is well known nationally, and we have a proposition which will enable good merchants and salesmen to make real profits consistently. Address Box No. 10, Automotive Daily News.

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

REAL ESTATE

FOR SALE—Fully equipped plant for manufacture of auto trucks; including buildings, real estate, all necessary machinery and a large quantity of parts; must be sold by September 1, 1925. Address Box No. 27, Automotive Daily News.

SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

EXPERIENCED accessory and equipment salesman wants position with reliable tire, accessory or shop equipment manufacturer; employed, but will change. Address Box 28, Automotive Daily News

Improvements

Wichita Falls, Tex., Aug. 26.—The new Stringer Storage Garage, erected at a cost of \$90,000, and now open to the public, comprises 30,000 square feet of floor space and is the largest in this section. L. R. Stringer is manager; Hubert Stringer, executive; E. W. Marriott and John Thomas, owners and designers.

Philadelphia, Pa., Aug. 26.—The Atlantic Refining Company is enlarging the gas station at Prairie and Republic Streets, one of its chain.

Providence, R. I., Aug. 26.—The Atlantic Refining Company is adding six more pumps and new driveways to its station here.

PERFECT TIRES PREFERRED

Marion, O., Aug. 27.—High cost of tires and tubes for automobiles has not increased the demand for seconds to any great extent, according to William P. Hayden, proprietor of the Hayden Tire and Supply Company. Seconds, or tires which have the trade-mark scraped, or are injured, always sell at prices considerably lower than the regular tire. Hayden also commented on the present prices of tire tubes, saying that he doubted very much if there would be further advances.

Fire Losses

Clark's Green, Pa., Aug. 27.—The Pilgrim Inn, accessories and service station, was destroyed by fire last week with damage and amount of insurance unreported.

Lawler, Ia., Aug. 27.—O. N. T. Garage, Charles Cole, proprietor, damaged recently by fire, loss \$8,000 covered by insurance will reopen.

Bishop Hill, Ill., Aug. 27.—Bishop Hill Drug Store, accessories, badly damaged by lightning and fire last week with damage and amount of insurance unreported.

Tampa, Fla., Aug. 27.—Hupmobile automobile agency, Roy B. Cralle, proprietor, damaged by fire this week, with estimated loss of \$50,000.

TRENTON FIRM EXPANDS

Trenton, N. J., Aug. 27.—The Combination Rubber Company has experienced steady expansion since it was removed to this city from Northern New Jersey some time ago. Each quarter has shown an increase in business, according to an official of the company here today. The concern manufactures cord tires and balloon tires exclusively.

Tags on Cars Please Owners

A very simple little wrinkle, but one which, nevertheless, has drawn no end of favorable comment from patrons of the Automotive Repair and Storage Company of Austin is a small card which the repair mechanic attaches to the car after he has done work upon it. The card bears printing on its face, as follows:—
"I hope you will like my work."
"I have done my best."
"To give you a full dollar's worth of service for each dollar you pay."
"To keep your car clean."
"To hold down the cost of parts—by replacing only those pieces that were too worn to use. The old pieces are here for your inspection—so you can see for yourself."
"YOU MUST BE SATISFIED."
"Yours truly,"
"SAM SMITH."
"Mechanic."

On the back of this simple little card are several lines, at the top of which is the following explanation:—"We do only what you specify. I would suggest you have these items attended to."

Ohio Bus System Largest in U. S.

Columbus, O., Aug. 26.—Ohio's motor bus system is the most far-reaching of any in the United States, according to representatives of the Federal department of highways, who, in co-operation with the state highway department, are conducting a traffic survey in Ohio. With Columbus as a center, motor bus lines radiate in virtually every direction, making connections with other bus lines that reach to the far corners of the state. Hundreds of communities in Ohio are now provided with motor bus service, that have no other means of common transportation.

There are approximately 350 motor bus lines in Ohio. Virtually all of the intercity lines are members of the Ohio Motor Bus Owners' Association, of which Judge Ralph W. Sanborn of Cleveland is president. Judge Sanborn also is president of the recently organized National Motor Bus Association. He has been connected with the motor bus transportation industry in Ohio virtually from its beginning, and is considered an authority on this form of transportation.